

NATIONAL STATISTICAL OVERVIEW



INSIGHTS INTO AUSTRALIAN YOUNG PEOPLE

Abbreviations

ABS	Australian Bureau of Statistic
ASGS	Australian Statistical Geography Standard
ATSI	Aboriginal and/or Torres Strait Islander
CALD	culturally and linguistically diverse
EDO	early drop out (phone calls to Kids Helpline abandoned in first 21 seconds)
KHL	Kids Helpline
TSI	Torres Strait Islander

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Executive summary

About this report

This report provides an annual statistical overview of the Kids Helpline service, including the:

- Kids Helpline counselling and support service
- Kids Helpline website, and
- Kids Helpline @ School program.

It includes 2014 and, where relevant, short-term trend data in relation to:

- service demand
- client characteristics
- client needs and concerns
- client communication preferences
- types of help-seeking, and
- client satisfaction and perception of service impact.

Data summary

The following summarises key data presented in the report.

Kids Helpline counselling and support service

Service demand and responsiveness

The data presented in the report on service demand indicate that in a relatively short period of time the nature of demand for the Kids Helpline counselling and support service has shifted. While overall counsellor time demand has remained constant, at least in relation to web and phone, there are fewer attempts to contact the service but on average contacts require more resource-intensive forms of support – namely counselling responses and support via the medium of web:

- *Attempted and answered contacts and response rates.* In 2014, 368,461 attempts were made to contact Kids Helpline counselling and support service, 81% of these by phone, 13% by web and 5% by email. Of these attempts, 213,666 were answered by counsellors, corresponding to an overall response rate of 58%.
- *Percentage change in attempted contacts.* Over the last three years, phone attempts decreased by 24% and email attempts decreased by 21%. Web attempts increased, however, by 15%. Across all media, a 20% decrease in attempted contacts was observed.
- *Changes in response rates.* Across all media, response rates have fallen slightly between 2012 and 2014, from 62% to 58%. This primarily reflects a fall in the response rate for phone attempts (63% to 58%). The email response rate remained at 100% during this period while the web response rate increased from 30% to 43%. When phone attempts are adjusted to exclude those calls that were abandoned before the end of the mandatory 21 second wait message, the response rate increases to 71% and shows no change from 2012 to 2014.
- *Mobile and landline differences.* In 2014, mobile calls made up 75% of phone attempts, while landlines made up 25%. The response rate for mobile calls was lower than for landlines (56% c.f. 62%) which may reflect an incorrect assumption on the part of mobile callers that they are being charged for the time they wait to be answered by a counsellor.
- *Mean wait times.* There has been a decrease in mean wait times for both answered and unanswered phone and web contacts between 2012 and 2014. The percentage reduction in wait times from 2012 to 2014 is greater for web compared with phone.
- *Session length.* There has been an increase of 29% in average session length for phone and web contacts from 2012 to 2014. This reflects a proportional increase in web contacts and contacts requiring counselling responses – interventions that require comparatively more counsellor time resources.
- *Total annual contact time.* While the overall number of attempted contacts from children and young people decreased between 2012 to 2014, due to increased session lengths the total annual time that counsellors spent in direct contact with children and young people via phone and web remained substantially unchanged (a reduction of just 3% over three years).

Who contacted the service?

Of the 213,666 contacts received by Kids Helpline in 2014, 209,004 were known to be from children and young people aged 5 to 25 years – Kids Helpline's target demographic. The data presented throughout Chapter 2 of this report pertain to this subset of contacts. Key demographic characteristics of these contacts include the following:

- *Gender.* Three out of every four contacts (74%) were from females while one in four (26%) were from males.
- *Age.* More than half (56%) of all contacts were aged 13-18 years, one in three (33%) were 19-25 years, and one in 10 (10%) were aged 5-12 years.
- *Cultural background.* Where information was available on cultural background (25% of all contacts), 3% were identified as Aboriginal and/or Torres Strait Islander (ATSI), 32% as 'culturally or linguistically diverse' (CALD), and 66% as neither ATSI nor CALD.
- *Location.* Contacts were received from all states and territories closely in proportion to the state breakdown of the Australian population in 2014. Where the child or young person's postcode was known (29% of contacts), most were living in Major Cities (69%), one in five (21%) were living in Inner Regional localities and one in 10 (10%) were living in Outer Regional or Remote localities.
- *Type of support relationship.* Where contacts' relationship with the service was recorded (39% of all contacts), roughly half (48%) were first time or occasional contacts and half (52%) were receiving support on an ongoing basis.

Type of help-seeking

Kids Helpline contacts fall into two main sub-populations based on the kind of assistance they are looking for – those seeking counselling support and those seeking information, referral or some other type of support.

- In 2014, 69,959 (or 33%) of all contacts aged 5 to 25 years were seeking counselling support while 139,045 (or 67%) were seeking information, referral or other support.
- There has been a gradual but notable increase in the proportion of Kids Helpline contacts requiring counselling support (from 26% in 2012 to 33% in 2014) and a corresponding decrease in the proportion requiring information, referral or other support (from 74% in 2012 to 67% in 2014).

Medium of contact

- In 2014, four out of five contacts (81%) from children and young people aged 5 to 25 years were answered by phone, 10% were answered by web and 9% by email.
- Children and young people's choice to engage with the service via particular media was observed to be related to their gender, age, cultural background, remoteness, type of support relationship to the service and type of help-seeking.
- Every subgroup of the Kid Helpline population analysed (i.e. both genders, all age groups etc.), except contacts known to be Aboriginal and/or Torres Strait Islander, increased their preference for web engagement over the last three years while reducing their preference for phone and/or email contact.

Top concerns of children and young people who receive counselling

- During 2014, Kids Helpline counsellors responded to 69,959 contacts from children and young people who were seeking help about specific problems or concerns (i.e. counselling contacts).
 - One in four (23%) discussed concern about mental health – their own or that of another person.
 - One in five (19%) sought assistance in relation to family relationship issues or emotional wellbeing.
 - One in eight (12%) contacted with suicide-related concerns in relation to themselves or another person.
 - One in 10 had concern about dating or partner relationships (11%) or friend and peer relationships (10%).
 - One in 15 (7%) had concerns about child abuse or self-injury, and
 - One in 20 (5%) indicated concern about bullying or study and education issues.
- The proportional frequency with which counselling contacts raised these top 10 concerns over the last three years, and in fact *all categories of concern*, has remained unchanged.
- While there is evident stability in the issues of concern to the client population, this population was found to be far from homogenous in its help-seeking concerns. The particular concerns of counselling contacts vary:
 - greatly according to contacts' age group and cultural background
 - moderately according to their gender and chosen medium of contact, although
 - negligibly according to their remoteness classification.

Referral to further support and Duty of Care actions

Kids Helpline endeavours to provide a holistic service to children and young people, linking them whenever appropriate and possible to other support services that may assist them to address issues that are causing them concern. In addition, there are times when counsellors contact external agencies directly for the purposes of supporting a client and/or protecting a client who is experiencing harm or who is at imminent risk of harm.

- In 2014, 28% of children or young people contacting the service for counselling were identified by counsellors as needing referral to another professional or agency for support:
 - 14% were referred to a generalist service or practitioner
 - 8% were referred to a specific service for ongoing support, and
 - 5% were unable to be referred because either the child or young person declined the referral, there were no appropriate services available, or the child or young person finished the session prematurely.
- In 2014, there were a total of 2,395 records of counsellors attempting to contact an external agency or agencies to support a child or young person and/or to protect them from significant harm or imminent risk of significant harm. Two out of three of these records (1,640, or 68%) concerned a Duty of Care intervention.
- Child abuse and suicide attempts were by far the most common reasons for Duty of Care interventions in each year (37% and 36% respectively in 2014).
- Since 2012, there has been an increase of 116% in external contact attempts by Kids Helpline counsellors and a 121% increase in the number of Duty of Care actions initiated.

Children and young people seeking counselling for particular issues

When counsellors record children or young people as having particular concerns, they specify one of a number of subcategories relating to that concern to enable richer analysis of clients' concerns. Analysis of concern subcategories is provided for four concern types that are of contemporary social policy interest: mental health, suicide, self-injury and child abuse.

Mental health

- More than half (52%) of contacts with mental health as a concern were contacting about support or strategies to manage an established disorder.
- Roughly a third (36%) were contacting about the symptoms of an undiagnosed mental health condition.
- A small proportion (6%) was contacting to discuss their concern about another person's mental health.

Suicide

- Most (78%) contacts concerned about suicide were contacting about current suicidal thoughts or fears.
- Roughly one in eight (13%) were contacting to discuss concern about another person's suicidal thoughts or feelings.
- One in 12 (8%) reported an immediate intention to suicide or that they were attempting suicide at the time.

Self-injury

- Most (78%) contacts concerned about self-injury were seeking help to avoid acts of self-injury.
- One in eight (12%) were contacting to discuss concern about another person's self-harming.

Child abuse

- Close to two out of three contacts (64%) concerned about child abuse were contacting in relation to current abuse or risk of abuse.
- One in four (25%) were contacting in relation to the impacts of past abuse.

Counselling contacts identified as experiencing significant mental health issues

- During 2014:
 - one out of three counselling contacts (34%) were identified by Kids Helpline's tertiary-qualified counsellors as either experiencing a mental health disorder or symptoms indicative of a mental health disorder
 - one in five (19%) were identified as experiencing current difficulties with self-injury
 - one in eight (13%) disclosed current thoughts of suicide to counsellors, and
 - two out of every five counselling contacts (42%) were assessed as experiencing at least one of these issues.
- The proportions of counselling contacts assessed by counsellors to be experiencing each of these issues, and the proportion experiencing at least one of these issues, have remained unchanged from 2012 to 2014.

Kids Helpline website

Service demand

- There has been a substantial increase in web sessions and unique visitors to the site over the last three years.
- Demand has not grown equally for all self-help resources. While overall page views have increased by 24% over the last three years, page views of 'Hot Topics' have grown by 98% overall. Views of Teens Hot Topics have grown the most with an increase of 112% over the period. During the same time, page views of children and young people's self-submitted stories have remained relatively constant (6% increase).

Key issues of interest to website visitors

The self-help resources provided on the website, and in particular the Hot Topics pages for 'kids', 'teens' and 'grownups', have been developed by clinical staff and researchers. They are intended to provide information and strategies to assist users in responding to common issues and concerns.

Understanding patterns in website use and demand are important in terms of continuing to develop this aspect of the service and to ensure that the materials provided are being engaged with.

Children

- In 2014, there were a total of 44 Kids Hot Topics on the website, collectively receiving 41,980 page views.
- More than one third (36%) of all Kids Hot Topic page views were in relation to five topics – staying safe online, bullying, peer pressure, taking risks and fights with friends.

Teenagers

- In 2014, there were a total of 45 Teens Hot Topics on the website, collectively receiving 258,269 page views.
- 44% of all Teens Hot Topic page views were in relation to five topics – leaving home, peer pressure, sexting, body image and cyber-bullying.

Adults

- In 2014, there were a total of 41 Hot Topics targeted at adults – primarily parents, guardians, teachers and other significant adults in children's lives. These resources collectively received 180,102 page views.
- Half (48%) of all Grownups Hot Topic page views were in relation to five topics – cyber-bullying, cross-cultural differences, anxiety, being resilient and respectful relationships.

Top referring websites

- The Australian Government's Cybersmart website was the top referring website with over 8,500 referrals to the Kids Helpline website in 2014.
- Close to 4,000 referrals came from other cyber-safety and anti-bullying websites.
- Over 14,000 referrals came from youth and generalist mental health and counselling websites.

Kids Helpline @ School program

- Kids Helpline @ School is an early intervention and prevention program for primary school-aged children. Funded by Optus, the program offers primary schools a professional counsellor-facilitated classroom session via video technology to discuss topics impacting on the lives of students with the objectives of building children's mental health literacy, resilience and capacity to seek help when required.
- In 2014, the first full calendar year of the program's operation, 11,207 primary school students from 146 schools participated in a total of 408 classroom sessions with a Kids Helpline counsellor. This is more than double the program target for the period and potentially reflects considerable unmet demand for such services.
- An evaluation study to measure program quality and impact on teachers and students was completed in August 2014. The evaluation found the Kids Helpline @ School program to be highly successful in achieving its objectives and recommended the continuation of funding to support this innovative model of delivering mental health promotion and early intervention services to young Australians.

Kids Helpline annual client satisfaction and outcome survey

BoysTown believes that service users provide an essential perspective in evaluating the quality and effectiveness of Kids Helpline services. One way that BoysTown engages the views of Kids Helpline service users is through an annual client satisfaction and outcome survey.

Methodology

A brief online survey, comprising a combination of open-response and fixed-response items, was conducted over a three-month period in late 2014. The survey was open to any individual who had accessed the Kids Helpline counselling and support service or visited the Kids Helpline website within the last 12 months.

Key findings

Sample

- A total of 635 children and young people responded to the survey. The vast majority were female (86%) and 85% were aged between 10 and 18 years. All states and territories were represented.

Type of engagement with Kids Helpline in the last 12 months

- Half of respondents (48%) had only contacted the counselling and support service while most of the other half (45%) had contacted both the counselling and support service and the website. A small proportion (7%) had only browsed the website. A total of 588 respondents (93%) had contacted the counselling and support service and 334 respondents (53%) had viewed the website.
- Three out of five (61%) respondents who had visited the website had viewed the section presenting children and young people's self-submitted stories and half (52%) reported viewing Hot Topics pages.

Perceived impact of Kids Helpline counselling and support service

- Three out of four respondents (74%) who had accessed the counselling and support service reported having more ideas for dealing with their problems after speaking to a counsellor and two out of three (65%) felt more capable of dealing with their problems.

Perceived usefulness and impact of Hot Topics

- Four out of five respondents (79%) rated Hot Topics as clear and readable, and one in six (16%) found them useful for the web links included at the end of the resource. One in five (21%), however, found Hot Topics too general and one in 12 (8%) thought they were too simple.
- Almost two out of three respondents (64%) reported having more ideas for dealing with their problems after reading a Hot Topic and more than three out of four (77%) felt more capable of dealing with their problems.

Overall satisfaction

- 90% of respondents said they would recommend Kids Helpline to a friend and 78% reported that they were either satisfied or very satisfied with Kids Helpline. Eight per cent indicated that they were either dissatisfied or very dissatisfied with Kids Helpline.

Key themes from the data

Theme 1 Significant shifts underway in the nature of children and young people's help-seeking

- Children and young people's preferences for receiving information-based support would appear to be shifting away from in-person delivery to web provision.
- There is a gradual but steady shift in children and young people's medium-of-preference for contacting a counsellor – away from telephone towards web, and away from landlines to mobile phones.
- The intensity of support required by those contacting the counselling and support service is increasing on average.
- There would appear to be considerable unmet demand for early intervention and prevention programs for children and young people in relation to mental health.

Theme 2 Rich and complex insights into the contemporary help-seeking concerns of children and young people

Key issues highlighted by analysis in this report include the following:

- The top five concerns of counselling contacts in 2014 were mental health (23%), family relationship issues (19%), emotional wellbeing (17%), suicide-related concerns (12%) and dating and partner relationships (11%).
- The proportional frequency, with which children and young people sought counselling in relation to these issues, and in fact in relation to all concern categories, has remained unchanged over the last three years.
- While there is a notable stability in the issues of concern to the client population, this population is far from homogenous in its help-seeking concerns. The particular concerns of counselling contacts were found to vary:

- greatly according to contacts' age group and cultural background
- moderately according to their gender and chosen medium of contact, but
- negligibly according to their remoteness classification.

Theme 3 The importance of ongoing evaluation and client feedback

This report emphasises the importance of analysing service trends as well as undertaking ongoing outcome evaluation and investigation of client satisfaction. This is because services like Kids Helpline need not only to understand the specific help-seeking interests and concerns of our clients and how they want to receive information and support, but to make sure that the resources and support we provide meet their needs and make a difference in their lives. To this extent, we believe service users provide an essential perspective in assessing the quality, accessibility, usability and effectiveness of services delivered.

Kids Helpline is committed to evolving and continuously improving what it does and sharing what it learns in this process with others supporting young Australians in need of help.

1. Introduction

1.1 What is Kids Helpline?

Kids Helpline has been operating for 24 years and is Australia's only 24/7 counselling and support service for children and young people aged between 5 and 25 years. Tertiary qualified counsellors provide free, private and confidential support via telephone, web and email. Phone counselling is offered 24/7 and Web counselling is available from 12pm to 10pm (AEST) Monday to Friday and 10am to 10pm (AEST) Saturday and Sunday. The service operates a substantial website with a diverse range of resources for self-directed help-seeking by children, young people and adults. Supported by Optus, Kids Helpline also delivers an early intervention and prevention **Kids Helpline @ School** program in primary schools.

Kids Helpline is a service of BoysTown and is 70% funded by the community through BoysTown Art Union ticket sales, donations and corporate support. The remaining 30% is funded through State and Commonwealth Government grants.

1.2 What this report is about and who it is for

Kids Helpline is uniquely positioned to inform governments, researchers and the general public about the help-seeking needs and concerns of children and young people in Australia today. It is custodian of invaluable information about how these needs and concerns trend over time in response to changing social, cultural, economic and technological circumstances. BoysTown believes that sharing this information with the community may ultimately assist with the development of more timely, appropriate and effective responses to the mental health and other needs of children and young people in our community.

This report provides a statistical overview of the Kids Helpline service for 2014. It has been written especially for people working in social policy and research roles but will also be valuable to a wide range of organisations and professionals working with vulnerable children and young people in the community. Similarly, journalists and others in the community interested in understanding and documenting the current and changing needs and concerns of children and young people in Australia today will find the information useful.

The report has six chapters.

- *Chapter 1* introduces the report and provides essential background information on data collection, analysis and interpretation.
- *Chapter 2* presents data in relation to the Kids Helpline counselling and support service. This includes data about service demand and responsiveness, client characteristics, types of contacts, types of help-seeking, top concerns of children and young people receiving counselling, the specific needs of children and young people contacting Kids Helpline about four concerns that are of contemporary social policy interest (mental health, suicide, self-injury and child abuse), and the prevalence of specific mental health difficulties amongst counselling contacts as assessed by Kids Helpline counsellors.
- *Chapter 3* presents data related to client engagement with the Kids Helpline website and trends emerging in demand for self-help resources.
- *Chapter 4* describes the main activities and outputs of the Kids Helpline @ School program in 2014 and key findings of an evaluation study in relation to the first year of the program's operation.
- *Chapter 5* describes the objectives and methodology of the Kids Helpline annual client satisfaction and outcomes survey and presents key findings regarding children and young people's satisfaction with the Kids Helpline counselling and support service, the website and their perception of service impact.
- *Chapter 6* concludes the report by drawing out key themes from the data presented and situating the current report within a suite of publications by BoysTown about Kids Helpline.

1.3 Notes regarding data collection, analysis and interpretation

1.3.1 Limitations on counselling service data collection

Kids Helpline counsellors record information at the end of every telephone, web or email session. There are a maximum of 38 different fields where data may be logged. Ten fields are mandatory including: date, time, length of session, frequency of contact, main concern or problem, problem severity, referral, and whether or not the child or young person was experiencing current thoughts of suicide, engaged in deliberate self-injury or assessed to have a mental health disorder or symptoms consistent with a mental health disorder.

Ideally, counsellors enter information for each field, however, the amount of information recorded about each session varies due to the following:

- *Privacy and confidentiality* – Kids Helpline offers itself to children and young people as a private and confidential service. Frequently clients choose not to reveal details about themselves, particularly those that might compromise their anonymity.
- *Sensitivity of information* – the nature of some contacts is such that direct information gathering is not advisable, appropriate or possible.
- *The length or nature of the call* – at times even basic data collection is impossible or irrelevant.

Percentages and proportions presented in this report are based on those contacts for whom information is available. Most tables indicate the number of contacts where data is missing and all figures report the size of the population or subpopulation for whom data is available (*N*).

1.3.2 Analysis

Most of the analysis presented in this report is in the form of frequencies and/or percentages of Kids Helpline contacts meeting particular criteria. Percentages in tables are calculated by row and column depending on the purpose of the analysis. This will be indicated in the table header (either *col. %* or *row %*). Where column or row percentages sum to slightly more or less than 100%, this is due to rounding.

Another reason that percentages may sum to more than 100% is where data collection fields permit multiple responses. Many of the figures presented in the report show the percentage of groups of counselling contacts with specific concerns. Because counsellors can record up to four concerns per contact, percentage frequencies in these figures will exceed 100% in most cases.

Subgroup analysis

Subgroup analysis is undertaken extensively in Chapter 2, comparing Kids Helpline counselling contacts by age group, gender, cultural background, remoteness of locality, type of support relationship to the service etc. Note that statistical significance is not reported for any subgroup comparisons as all the data in this chapter pertain to the population of Kids Helpline contacts in 2014, not samples of this population.

Short-term trend analysis

Changes in a range of client characteristics, client demand and service delivery variables are analysed over the last three years (2012-2014). Again, statistical significance is not reported as the data analysed concern the population of Kids Helpline contacts during this period, not samples of this population.

Note that while Kids Helpline has a continuous storage of contact data over 24 years, a new classification system for client concerns was introduced in 2012 to better reflect contemporary issues being experienced by children and young people. For consistency, all trend analysis in the current report is focused on the last three years.

Remoteness analysis

Throughout Chapter 2, client characteristics and concerns are analysed by remoteness of locality. This analysis is based on an adaptation of the Australian Statistical Geography Standard (ASGS) currently used by the Australian Bureau of Statistics (ABS). This adaptation involves attributing a categorical descriptor of remoteness to each Australian postcode – Major City, Inner Regional, Outer Regional, Remote, Very Remote – based on the majority categorisation of

the postcode under the ASGS. So where a postcode may have been classified under the ASGS as 45% Inner Regional and 55% Outer Regional, in the current analysis the postcode would be classified as Outer Regional. Accordingly, the analysis of remoteness is approximate and may potentially obscure or misrepresent location-based differences.¹

In addition, postcode information is available for just under half (46%) of counselling contacts in 2014 and there are likely to be biases associated with missing and known data. These factors will impact on the reliability of the remoteness analysis presented in Chapter 2 and care needs to be taken with how these data are interpreted and used.

1.3.3 Other issues in interpretation

Describing but not explaining observations in the data

Throughout this report we have endeavoured to present data objectively, describing and summarising key observations for readers. With the exception of the conclusion, we have tried to avoid offering explanations for phenomena observed in the data. This is because there may be various explanations for these and without thoroughly considering other relevant sources of information and research – something that is beyond the scope of this report – explanations offered may be misleading or incorrect.

Deciding when observed differences are meaningful

There is likely to be random variation in the data collected from year to year in addition to non-randomised variation. In this report, variations of less than 4% over the three year period are not interpreted as meaningful and not specifically referred to. These differences may prove to be meaningful over a longer period of trend analysis, however, and future reports will note these where relevant.

Dealing with missing data

The extent of random variation is likely to increase with the proportion of missing data and to decrease with the size of the subpopulation being analysed. Where substantial proportions of missing data exist, and/or where the subpopulation is very small, this is noted in the text along with caution about interpretation and use of the data.

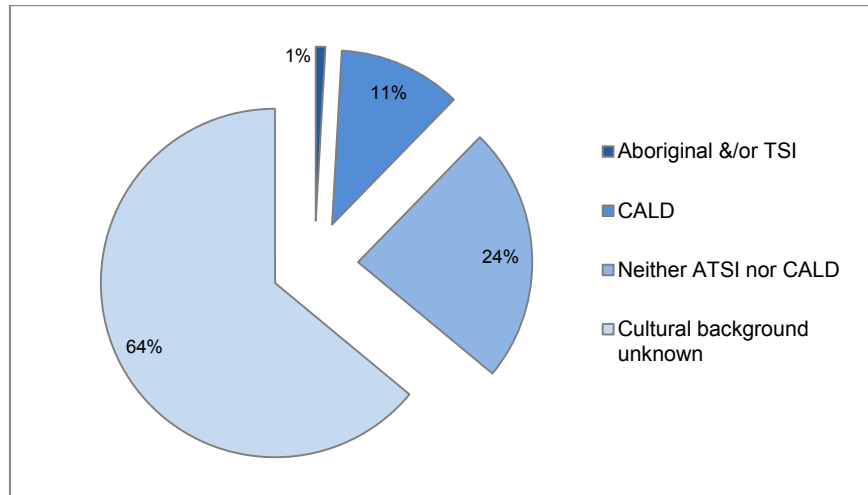
For example, cultural background information is only available for 36% of counselling contacts in 2014 (Figure 1). Accordingly, when changes over time in the concerns of Aboriginal and/or Torres Strait Islander contacts are analysed, a substantial amount of the variation observed may be attributable to the incomplete picture we have of this very small subpopulation. There may also be biases associated with missing and known data. For example, we are more likely to know the cultural background of ongoing clients, or clients with more significant mental health concerns.

The impact of repeat contacts

Another issue that needs to be considered when interpreting the data in this report is the issue of repeat contacts. Children and young people are free to contact Kids Helpline as often as they need. Therefore, data reported may include repeat contacts from the same individuals over a period of time. This can result in the data not being reasonably representative of children and young people in a subpopulation, particularly when a subpopulation is very small or where there is a large amount of missing data related to that data collection field – for example, the client's remoteness classification or cultural background. It may also result in the appearance of trends that are not reflective of genuine changes in the characteristics or needs of the subpopulation. Similarly, it may result in failure to identify trends that really do exist.

¹ For more information on the Australian Statistical Geography Standard (ASGS) Remoteness Structure refer to [http://www.abs.gov.au/websitedbs/d3310114.nsf/home/australian+statistical+geography+standard+\(asgs\)](http://www.abs.gov.au/websitedbs/d3310114.nsf/home/australian+statistical+geography+standard+(asgs)).

Figure 1. Percentage of counselling contacts by cultural background – 2014 (N = 69,959)



1.4 Where to get more information

This report has been compiled by BoysTown's Strategy and Research unit. For further information, please contact BoysTown on 07 3368 3399, email boystown@boystown.com.au or visit www.boystown.com.au. For media enquiries call 07 3867 1248 or email communications@boystown.com.au.

2. Kids Helpline counselling and support service

This chapter presents a wide range of information about the current and changing characteristics, needs, concerns, communication preferences and types of help-seeking of children and young people contacting the Kids Helpline counselling and support service. Understanding this population is obviously important for BoysTown in continuously improving Kids Helpline. However, it will also be valuable to a wide range of community and government agencies providing, designing or advocating for support services or mental health interventions for vulnerable children and young people.

To help build understanding about children and young people's contemporary needs and concerns, current (2014) and short-term trend data (2012-2014) are presented in this chapter in relation to the following aspects of the Kids Helpline counselling and support service:

- service demand and responsiveness
- client characteristics
- types of help-seeking by different groups of children and young people
- how children and young people contact Kids Helpline (by phone, web or email) and which groups of children prefer which medium of engagement
- top concerns of children and young people, including analysis by clients' medium of engagement, age, gender, cultural background, geographical remoteness, and type of support relationship with the service (i.e. first/occasional contact or ongoing support)
- the specific needs of children and young people contacting Kids Helpline about four concerns that are of contemporary social policy interest (mental health, suicide, self-injury and child abuse), and
- estimates of the prevalence of significant mental health issues in the population of Kids Helpline contacts based on counsellor-assessments.

2.1 Service demand and responsiveness

In order to continue to meet the needs of children and young people who contact Kids Helpline, it is important to understand patterns of service demand and responsiveness and changes over time. Service demand and responsiveness are complex concepts in this service environment. For this reasons, four different dimensions of service demand/responsiveness are considered to provide a full and balanced picture. These dimensions are as follows:

- the number of attempted and answered contacts and corresponding response rates
- the length of time clients waited to be answered by a counsellor
- the type of service engaged by clients (i.e. counselling support or information/referral/other support), and
- session length.

Data are presented for 2014 but also for 2012 and 2013 to consider emerging trends. Taken together, the data presented in this section suggest there have been significant shifts in the nature of client demand and service responsiveness over the last three years. While overall counsellor time demand has remained constant, at least in relation to web and phone, there are fewer attempts to contact the service but on average contacts require more resource-intensive forms of support – namely counselling responses and support via the medium of web.

2.1.1 Attempted/answered contacts and response rates

Unadjusted data

Table 1 summarises data from Kids Helpline telephone, email and web data systems in relation to attempted and answered contacts from the public over the last three years. In particular, it presents:

- the number of attempted and answered contacts for each of the three contact media (phone, web, and email) and aggregates these for 'all media'

Table 1. Attempted and answered contacts – by medium, state and year of contact^{1,2}

Medium of contact	2012			2013			2014			% change in attempts 2012-2014
	Attempts	Answered	Response rate	Attempts	Answered	Response rate	Attempts	Answered	Response rate	
Phone										
ACT	4,177	2,383	57%	3,462	1,939	56%	3,450	1,994	58%	-17%
NSW	162,712	103,907	64%	119,559	68,838	58%	112,118	63,796	57%	-31%
NT	1,503	856	57%	1,678	986	59%	1,531	811	53%	2%
QLD	85,338	54,990	64%	68,535	42,202	62%	58,640	34,249	58%	-31%
SA	21,882	13,882	63%	18,005	10,661	59%	21,211	12,657	60%	-3%
TAS	7,619	4,790	63%	7,165	4,351	61%	5,017	3,139	63%	-34%
VIC	86,317	53,293	62%	78,199	47,258	60%	74,657	43,812	59%	-14%
WA	23,522	13,248	56%	22,029	13,158	60%	23,577	13,294	56%	0%
All States	393,069	247,350	63%	318,633	189,394	59%	300,200	173,752	58%	-24%
Ph. type										
Mobile	278,258	177,480	64%	234,088	137,609	59%	224,008	126,510	56%	-19%
Landline	114,811	69,870	61%	84,545	51,785	61%	76,192	47,242	62%	-34%
Web										
ACT	819	205	25%	903	286	32%	1,022	405	40%	25%
NSW	14,811	4,180	28%	17,069	6,542	38%	17,748	7,735	44%	20%
NT	213	53	25%	166	64	38%	175	49	28%	-18%
QLD	8,375	2,470	29%	8,923	3,470	39%	9,316	4,056	44%	11%
SA	2,517	733	29%	2,947	1,083	37%	2,924	1,232	42%	16%
TAS	953	355	37%	1,020	471	46%	1,006	440	44%	6%
VIC	12,160	3,845	32%	12,945	5,520	43%	14,009	5,873	42%	15%
WA	2,958	803	27%	3,363	1,242	37%	3,229	1,293	40%	9%
All States	42,806 ³	12,643	30%	47,335	18,678	39%	49,429	21,082	43%	15%
Email										
ACT	333	333	100%	288	288	100%	286	286	100%	-14%
NSW	7,366	7,366	100%	7,289	7,289	100%	5,306	5,306	100%	-28%
NT	97	97	100%	167	167	100%	44	44	100%	-55%
QLD	4,738	4,738	100%	5,261	5,261	100%	3,884	3,884	100%	-18%
SA	2,126	2,126	100%	1,618	1,618	100%	1,897	1,897	100%	-11%
TAS	932	932	100%	1,092	1,092	100%	752	752	100%	-19%
VIC	6,004	6,004	100%	6,368	6,368	100%	4,998	4,998	100%	-17%
WA	2,130	2,130	100%	1,918	1,918	100%	1,664	1,664	100%	-22%
All States	23,726	23,726	100%	24,000	24,000	100%	18,832	18,832 ⁴	100%	-21%
All media										
ACT	5,329	2,921	55%	4,653	2,513	54%	4,758	2,685	56%	-11%
NSW	184,889	115,453	62%	143,917	82,669	57%	135,172	76,837	57%	-27%
NT	1,813	1,006	55%	2,011	1,217	61%	1,750	904	52%	-3%
QLD	98,451	62,198	63%	82,719	50,933	62%	71,840	42,189	59%	-27%
SA	26,525	16,741	63%	22,570	13,362	59%	26,032	15,786	61%	-2%
TAS	9,504	6,077	64%	9,277	5,914	64%	6,775	4,331	64%	-29%
VIC	104,481	63,142	60%	97,512	59,146	61%	93,664	54,683	58%	-10%
WA	28,610	16,181	57%	27,310	16,318	60%	28,470	16,251	57%	0%
All States	459,601	283,719	62%	389,968	232,072	60%	368,461	213,666	58%	-20%

1. The data presented in this table are sourced from Kids Helpline phone, web and email systems databases.

2. State breakdowns presented in this table vary slightly from previously reported data due to the use of different extrapolation methodologies.

3. Up until July 2012, the web counselling queue was capped. The web attempts total for 2012 includes 10,753 attempts to enter the web queue when it was full. This change to the operation of the web counselling system may impact on the absolute comparability of data for web attempts/answered and response rates across the three year period.

4. In addition to 18,832 emails received and responded to, 544 outreach emails were sent in 2014.

- percentage change in the number of attempted contacts from 2012 to 2014 for each medium and for all media
- the breakdown of attempted and answered contacts, response rates and percentage change in attempts for each state estimated from the best available information about contacts' state of origin, and
- the breakdown of attempted and answered phone contacts, response rates and percentage change in attempts according to whether or not calls were made from mobile phones or landlines.

Key observations from the data about *service demand in 2014* include the following:

- *Attempted and answered contacts and response rates.* In 2014, 368,461 attempts were made to contact Kids Helpline counselling service, 81% of these by phone (300,200), 13% by web (49,429) and 5% by email (18,832). Of these attempts, 213,666 were answered by counsellors, corresponding to an overall response rate of 58%.
- *State differences.* The number of attempted and answered contacts varies substantially from state to state reflecting the relative size of the different states. Response rates across states in 2014 ranged from 52% in the Northern Territory to 64% in Tasmania.
- *Mobile and landline differences.* In 2014, mobile calls made up 75% of phone attempts, while landlines made up 25%. The response rate for mobile calls was lower than for landlines (56% c.f. 62%) which may reflect an incorrect assumption on the part of mobile callers that they are being charged for the time they wait to be answered by a counsellor.

Key observations from Table 1 about *trends in demand over the last three years*:

- *Percentage change in attempted contacts.* Over the last three years, phone attempts decreased by 24% and email attempts decreased by 21%². Web attempts increased, however, by 15%. Across all media, a 20% decrease in attempted contacts was observed.
- *Mobile and landline attempts.* The number of attempted contacts from both mobile and landline phones decreased between 2012 and 2014; however the percentage decline for mobiles was considerably less than for landlines (19% c.f. 34%). This is because the proportion of mobiles attempts has increased over this period (from 71% in 2012 to 75% in 2014) while the proportion of landline attempts has decreased (from 29% in 2012 to 25% in 2014).
- *Changes in response rates.* Across all media, response rates have fallen slightly between 2012 and 2014, from 62% to 58%. This primarily reflects a fall in the response rate for phone attempts (63% to 58%). The email response rate remained at 100% during this period while the web response rate increased from 30% to 43%.

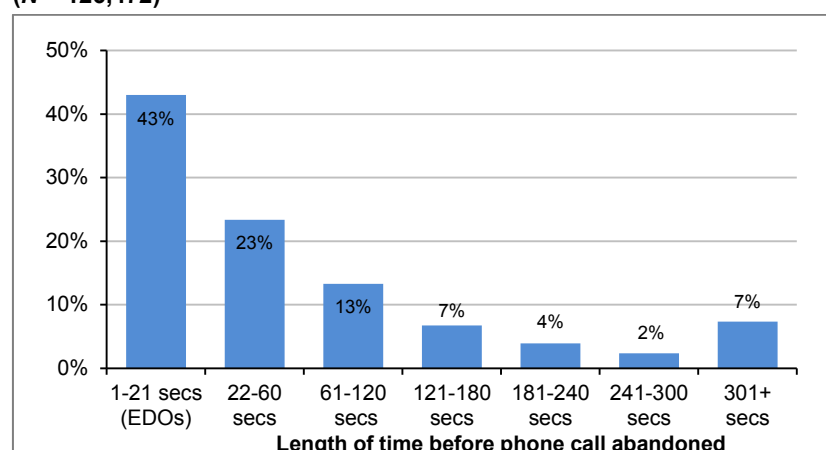
Adjusted response rates for phone – excluding early drop outs (EDOs)

A considerable proportion of attempts to contact Kids Helpline by phone are terminated by callers before the end of the 21 second mandatory wait message informing the caller of important privacy and call monitoring policies. These calls are not available to counsellors to answer and are referred to as early drop outs (EDOs).

Figure 2 shows the length of time before phone calls to Kids Helpline were abandoned in 2014. It indicates that close to half (43%) of all unanswered calls were abandoned in the first 21 seconds before they became available to counsellors to be answered.

² Note that the observed reduction in email attempts over the last three years may be due in part to a deliberate policy on the part of Kids Helpline to transition clients who initially access the service via email to web or phone in the interests of service efficiency and effectiveness.

Figure 2. Length of time until phone call to Kids Helpline abandoned showing early drop outs (EDOs) – 2014 (N = 126,472)



* Data presented in this table are sourced from Kids Helpline phone system database. The number of unanswered calls reported in this figure is slightly smaller than that reported in Table 1 due to the use of summary and unit record data in Table 1 and Figure 2 respectively.

In assessing service demand and responsiveness, it can be helpful to adjust response rates to take account of the calls that were effectively out of scope to be answered by counsellors. Table 2 presents adjusted response rates for phone contacts over the three year period taking into account EDOs.

- When EDOs are excluded, the response rate in each year rises considerably (from 58% to 71% in 2014, for example).
- When EDOs are excluded, the response rate over the last three years remains unchanged. This suggests that the decline in the unadjusted response rate over the last three years (from 63% to 58%) primarily concerns an increase in the proportion of EDOs.

Table 2. Adjusted response rates for phone taking into account early drop outs

Year	All attempts	All answered	Response rate	Early drop outs (EDO)	Adjusted attempts	Adjusted response rate
2012						
	393,069	247,350	63%	46,063	347,006	71%
2013						
	318,633	189,394	59%	48,554	270,079	70%
2014						
	300,200	173,752	58%	54,341	245,859	71%

* Data presented in this table are sourced from the Kids Helpline phone system database.

2.1.2 Wait times

Another measure of service demand and responsiveness is the length of time that clients wait to be answered by counsellors. Table 3 presents mean wait times for attempted and answered contacts for Kids Helpline's synchronous services – i.e. phone and web – from 2012 to 2014. These data indicate a decrease in mean wait times for both answered and unanswered contacts over this period.

The percentage reduction in wait times from 2012 to 2014 is greater for web compared with phone (47% for answered web contacts c.f. 14% answered phone contacts and 36% for unanswered web contacts c.f. 21% unanswered phone contacts).

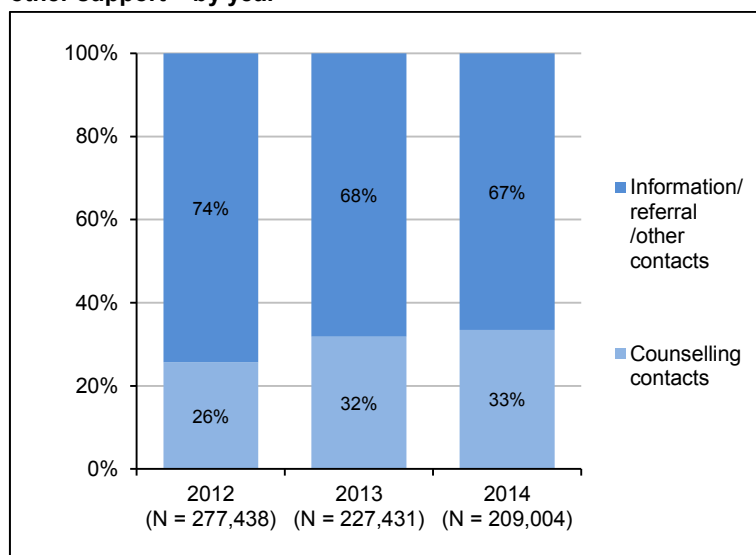
Table 3. Mean wait-times for attempted and answered contacts – all phone and web contacts by year

Medium of contact	Mean wait time Answered contacts (min:sec)				Mean wait time Unanswered contacts (min:sec)			
	2012	2013	2014	% change	2012	2013	2014	% change
Phone								
	2:13	2:06	1:54	-14%	2:03	1:50	1:37	-21%
Web								
	77:35	59:44	41:04	-47%	39:55	36:43	25:28	-36%

* Data presented in this table are sourced from the Kids Helpline phone system and web system databases.

2.1.3 Demand for service type – counselling vs. non-counselling contacts

From 2012 to 2014, there has been a gradual but notable increase in the proportion of Kids Helpline contacts requiring counselling responses, from 26% in 2012 to 33% in 2014 (Figure 3). There has been a corresponding decrease in the proportion of contacts seeking information, referral or other support, from 74% in 2012 to 67% in 2014. Overall, however, numbers of both subgroups have diminished over the last three years.

Figure 3. Proportion of Kids Helpline contacts aged 5-25 years seeking counselling or information/referral/other support – by year

* Data presented in this figure are sourced from Kids Helpline's Record-a-Contact database.

2.1.4 Session length

The increase in demand over the last three years for web contact is likely to impact on average session length as web contacts require comparatively more counsellor time resources than phone contacts. Similarly, the proportional increase in demand over this period for counselling services compared with information, referral and other support, is also likely to increase average session length as counselling sessions involve comparatively more counsellor time resources.

The data in Table 4 confirm this increase in average session length for phone and web contacts. In 2012, the average session length for all phone and web contacts was 10.4 minutes. This increased over the three years by 29% to an average of 13.4 minutes in 2014.

While the overall number of attempted contacts from children and young people decreased during this period, as highlighted in Table 1, the data in Table 4 show that, due to increased session lengths, the total annual time that counsellors spent in direct contact with children and young people via phone and web remained substantially unchanged over the period (a reduction of just 3% over three years).

Table 4. Mean session length and total contact time – phone and web contacts aged 5-25 years – by year

Medium of contact and type of help-seeking	Mean session length (min)				Total contact time (min)			
	2012	2013	2014	% change	2012	2013	2014	% change
Phone								
Counselling contacts	34.9	34.4	33.8	-3%	1,553,551	1,448,126	1,437,777	-7%
Information/referral/ other contacts	2.5	2.7	2.3	-8%	485,751	389,557	290,324	-40%
All phone contacts	8.4	9.9	10.2	21%	2,039,302	1,837,683	1,728,101	-15%
Web								
Counselling contacts	61.1	57.7	53.3	-13%	561,258	756,772	753,771	34%
Information/referral/ other contacts	14.3	13.8	12.1	-15%	43,544	69,736	76,646	76%
All web contacts	49.5	45.5	40.6	-18%	604,802	826,508	830,417	37%
Total – Phone & Web								
Counselling contacts	39.4	39.9	38.7	-2%	2,114,809	2,204,898	2,191,548	4%
Information/referral/ other contacts	2.6	3.1	2.7	4%	529,295	459,293	366,970	-31%
All phone & web contacts	10.4	13.1	13.4	29%	2,644,104	2,664,191	2,558,518	-3%

NB. Data presented in this table are sourced from Kids Helpline's Record-a-Contact database.

2.1.5 Summary

The data presented on service demand indicate that in a relatively short period the nature of demand for Kids Helpline counselling and support service has shifted. While overall counsellor time demand has remained constant, at least in relation to the synchronous services of web and phone, there are fewer attempts to contact the service but on average contacts require more resource intensive forms of support – namely counselling responses and support via the medium of web.

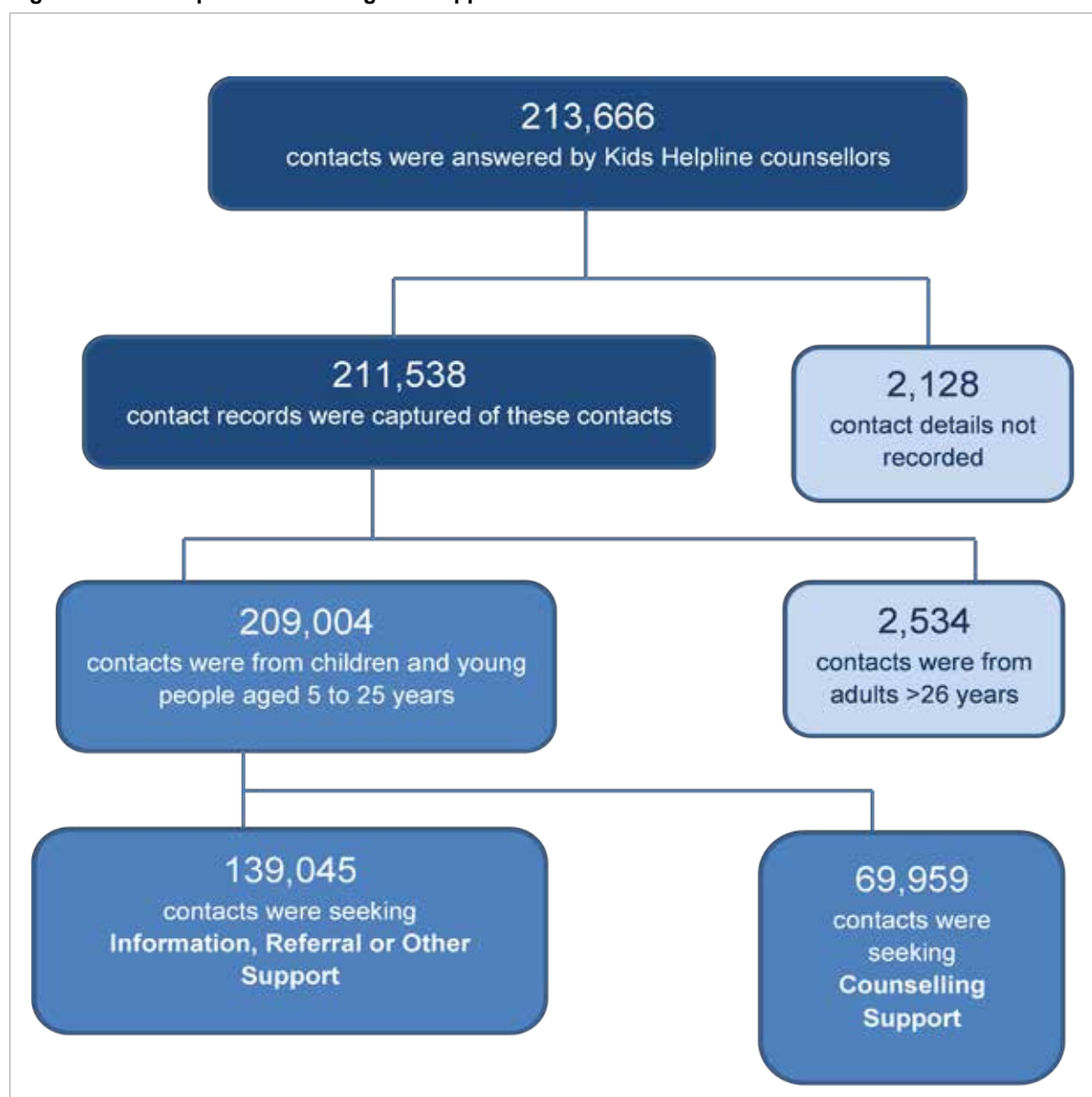
2.2 Who contacted the service

When children and young people contact Kids Helpline, counsellors record information about the child or young person in a dedicated database. The data presented throughout the rest of this chapter come from this Record-a-Contact database.

The Record-a-Contact database contains records for 211,538 of the 213,666 contacts received by the Kids Helpline counselling and support service in 2014 (Figure 4). Each year a small number of contacts fail to be recorded by counsellors, either due to technical issues (system outages) or counsellor error. In 2014, there were 2,128 of these (or 1%). Of those that were recorded, 2,538 (1%) were received from adults aged 26 years and over (outside Kids Helpline's target age group) and 209,004 were received from children and young people aged 5 to 25 years.

The data presented in this chapter exclusively pertain to these 209,004 contacts. Most of the chapter focuses in further on the sub-population of children and young people who contacted Kids Helpline for counselling support ($N = 69,959$) as more complete and detailed information is available about the characteristics and concerns of this sub-population. Initially, however, we will describe the characteristics of the broader population of Kids Helpline contacts aged 5 to 25 years.

Figure 4. Kids Helpline counselling and support service contacts in 2014



2.2.1 Client characteristics in 2014

Table 5 summarises demographic and other characteristics of all children and young people aged 5 to 25 years who contacted Kids Helpline in each year from 2012 to 2014.

Key observations about client characteristics in 2014 include:

- **Gender.** Three out of every four contacts (74%) were from females while one in every four (26%) were from males.
- **Age.** More than half (56%) of all contacts were aged 13-18 years, one in three (33%) were 19-25 years, and one in 10 (10%) were aged 5-12 years.
- **Cultural background.** Where information was available on cultural background (25% of all contacts), 3% were identified as Aboriginal and/or Torres Strait Islander (ATSI), 32% as 'culturally or linguistically diverse' (CALD), and 66% as neither ATSI nor CALD.
- **Location.** Contacts were received from all states and territories. As shown in Table 6, the proportional state breakdown of Kids Helpline contacts in 2014 closely approximates that for the Australian population at 30 June 2014, with the exception of a slight over-representation from New South Wales and a slight under-representation from Western Australia. Where the child or young person's postcode was known (29% of contacts), most were living in Major Cities (69%), one in five (21%) were living in Inner Regional localities and one in 10 (10%) were living in Outer Regional or Remote localities.

- *Type of support relationship.* Where the contacts' relationship with the service was recorded (39% of all contacts), roughly half (48%) were first time or occasional contacts and half (52%) were receiving support on an ongoing basis.
- *Medium of contact.* Four out of five contacts (81%) were received by phone, while 10% were received by web and 9% by email.

Table 5. Characteristics of Kids Helpline contacts aged 5-25 year – by year

Contact characteristics	2012 (N = 277,459)		2013 (N = 227,431)		2014 (N = 209,004)	
	n	col. %	n	col. %	n	col. %
Gender						
Female	116,056	69%	112,217	77%	98,552	74%
Male	52,196	31%	33,125	23%	34,143	26%
Total	168,252	100%	145,342	100%	132,695	100%
Unknown	109,207		82,089		76,309	
Age group						
5-12 years	10,575	9%	9,371	8%	11,176	10%
13-18 years	72,741	63%	63,281	56%	60,515	56%
19-25 years	32,891	28%	40,505	36%	35,777	33%
Total	116,207	100%	113,157	100%	107,468	100%
<26 but age unknown	161,252		114,274		101,536	
Cultural background						
Aboriginal &/or TSI	1,590	3%	1,724	3%	1,443	3%
CALD	20,397	32%	14,941	24%	16,699	32%
Neither ATSI nor CALD	40,885	65%	45,356	73%	34,453	66%
Total	62,872	100%	62,021	100%	52,595	100%
Unknown	214,587		165,410		156,409	
State						
ACT	2,501	1%	2,207	1%	2,397	1%
NSW	105,261	41%	74,877	36%	68,674	36%
NT	906	0%	1,091	1%	881	0%
QLD	56,305	22%	45,999	22%	37,973	20%
SA	15,026	6%	12,111	6%	14,372	7%
TAS	5,308	2%	4,997	2%	3,799	2%
VIC	56,519	22%	52,689	25%	48,950	26%
WA	14,209	6%	14,624	7%	14,627	8%
Total	256,035	100%	208,595	100%	191,673	100%
Unknown	21,424		18,836		17,331	
Remoteness						
Major Cities	41,838	74%	44,125	67%	41,894	69%
Inner Regional	11,134	20%	15,315	23%	12,655	21%
Outer Regional/Remote	3,723	7%	6,598	10%	6,306	10%
Total	56,695	100%	66,038	100%	60,855	100%
Unknown	220,764		161,393		148,149	
Relationship with KHL						
First/occasional contact	40,968	47%	40,441	47%	39,402	48%
Ongoing support	47,074	53%	45,900	53%	42,061	52%
Total	88,042	100%	86,341	100%	81,463	100%
Unknown	189,417		141,090		127,541	
Medium of contact						
Phone	241,869	87%	185,517	82%	170,020	81%
Web	12,221	4%	18,175	8%	20,469	10%
Email	23,369	8%	23,739	10%	18,515	9%
Total	277,459	100%	227,431	100%	209,004	100%

* Where column percentages sum to more or less than 100%, this is due to rounding.

Table 6. Proportional state breakdown of Kids Helpline contacts in 2014 compared with the Australian population at 30/6/2014

State	Kids Helpline contacts 2014		Australian population at 30/6/2014*	
	<i>n</i>	col. %	<i>N</i> ('000)	col. %
ACT	2,397	1%	386	2%
NSW	68,674	36%	7,519	32%
NT	881	0%	245	1%
QLD	37,973	20%	4,722	20%
SA	14,372	7%	1,686	7%
TAS	3,799	2%	515	2%
VIC	48,950	26%	5,842	25%
WA	14,627	8%	2,573	11%
Total	191,673	100%	23,491	100%
<i>Unknown</i>	17,331			

* Population data from Australian Bureau of Statistics

2.2.2 Trends in client characteristics

Table 5 also summarises characteristics of children and young people contacting Kids Helpline in 2012 and 2013 for the purpose of analysing trends in population characteristics over the short-term.

Key observations include the following:

- *Gender.* There has been a slight increase in the proportion of females contacting the service compared with males (69% in 2012 to 74% in 2014).
- *Age.* The proportion of 13-18 year olds has decreased (from 63% in 2012 to 56% in 2014) while the proportion of 19-25 year olds has increased (from 28% in 2012 to 33% in 2014).
- Other client characteristics have remained relatively stable over the period.

2.3 Type of help-seeking

2.3.1 Counselling and non-counselling contacts in 2014

Kids Helpline contacts fall into two main sub-populations based on the kind of assistance they are seeking – those seeking counselling support and those seeking information, referral or some other type of support (Figure 4). In 2014, 69,959 (or 33%) of all contacts aged 5-25 years were seeking counselling support while 139,045 (or 67%) were seeking information, referral or other support.

Table 7 summarises and compares the demographic and other characteristics of counselling and non-counselling contacts. The use of column percentages allows for easy comparison between counselling and non-counselling contacts with regard to each client characteristic.

Table 7. Characteristics of Kids Helpline contacts 2014 aged 5-25 years – by type of help-seeking

Contact characteristics	Counselling contacts (N = 69,959)		Information/referral & other contacts (N = 139,045)		All contacts (N = 209,004)	
	n	col. %	n	col. %	n	col. %
Gender						
Female	55,303	81%	43,249	67%	98,552	74%
Male	12,841	19%	21,302	33%	34,143	26%
Total	68,144	100%	64,551	100%	132,695	100%
Unknown	1,815		74,494		76,309	
Age group						
5-12 years	6,825	11%	4,351	10%	11,176	10%
13-18 years	38,495	61%	22,020	50%	60,515	56%
19-25 years	18,273	29%	17,504	40%	35,777	33%
Total	63,593	100%	43,875	100%	107,468	100%
<26 but age unknown	6,366		95,170		101,536	
Cultural background						
Aboriginal &/or TSI	627	2%	816	3%	1,443	3%
CALD	7,973	32%	8,726	32%	16,699	32%
Neither ATSI nor CALD	16,594	66%	17,859	65%	34,453	66%
Total	25,194	100%	27,401	100%	52,595	100%
Unknown	44,765		111,644		156,409	
State						
ACT	953	2%	1,444	1%	2,397	1%
NSW	19,574	32%	49,100	37%	68,674	36%
NT	325	1%	556	0%	881	0%
QLD	12,815	21%	25,158	19%	37,973	20%
SA	4,086	7%	10,286	8%	14,372	7%
TAS	1,316	2%	2,483	2%	3,799	2%
VIC	16,817	28%	32,133	25%	48,950	26%
WA	4,678	8%	9,949	8%	14,627	8%
Total	60,564	100%	131,109	100%	191,673	100%
Unknown	9,395		7,936		17,331	
Remoteness						
Major Cities	23,151	71%	18,743	66%	41,894	69%
Inner Regional	6,114	19%	6,541	23%	12,655	21%
Outer Regional/Remote	3,222	10%	3,084	11%	6,306	10%
Total	32,487	100%	28,368	100%	60,855	100%
Unknown	37,472		110,677		148,149	
Relationship with KHL						
First/occasional contact	34,528	54%	4,874	28%	39,402	48%
Ongoing support	29,721	46%	12,340	72%	42,061	52%
Total	64,249	100%	17,214	100%	81,463	100%
Unknown	5,710		121,831		127,541	

* Where column percentages sum to more or less than 100%, this is due to rounding.

Key observations include the following:

- *Data reliability issues.* A large proportion of missing data is apparent, particularly in relation to non-counselling contacts, and with regard to cultural background, remoteness of locality, state of residence and client relationship with Kids Helpline. Caution is therefore required in the use and interpretation of this data.
- *Gender.* The gender imbalance in contacts was greater for counselling contacts than for non-counselling contacts. While males made up a third (33%) of non-counselling contacts, they made up just one fifth (19%) of counselling contacts.

- *Age group.* Amongst counselling contacts, 13-18 year olds comprised three out of every five contacts (61%) and contacted twice as commonly as 19-25 year olds (29%). Amongst non-counselling contacts, 13-18 year olds comprised a smaller relative proportion (50%) while 19-25 year olds comprised a larger relative proportion (40%).
- *Other demographic characteristics* appear to be fairly consistent across the two sub-populations in 2014.

2.3.2 Types of assistance sought by non-counselling contacts

Children and young people who contact Kids Helpline for support other than counselling can be grouped as follows according to the type of assistance or engagement they are seeking:

- *Re-engagement or re-connection.* These are contacts from clients who have previously contacted Kids Helpline. They may include general or specific feedback and thanks, reporting-in with a regular counsellor without discussing any specific issue or concern, arranging for a particular counsellor to contact them, and/or challenging or testing access arrangements put in place by Kids Helpline.
- *Non-conversational contacts.* These include silent contacts, hang ups, noise without verbal content, and in the web context, opening a session but not responding.
- *Other ways of engaging.* These contacts include engaging in resourceful, inventive, unusual, challenging or creative ways, such as joking, singing, giggling, swearing, playing recordings, role-playing, story-telling, and communicating sexual themes with unknown agendas.
- *Engage, connect, conversation.* These contacts are where a child or young person contacts through conversation and no issues or concerns are presented. They may include general conversations, conversations about the counselling process, sharing personal news, exploring ideas, and therapeutic and/or strength-based conversations.
- *Requesting a referral.* These are contacts where the client requests information or contact details for other support services, not related to a particular problem.
- *Asks for information/resources.* These contacts are for information or resources that are not related to a particular problem or issue, such as requests for information about Kids Helpline competitions or campaigns. They exclude referral requests.

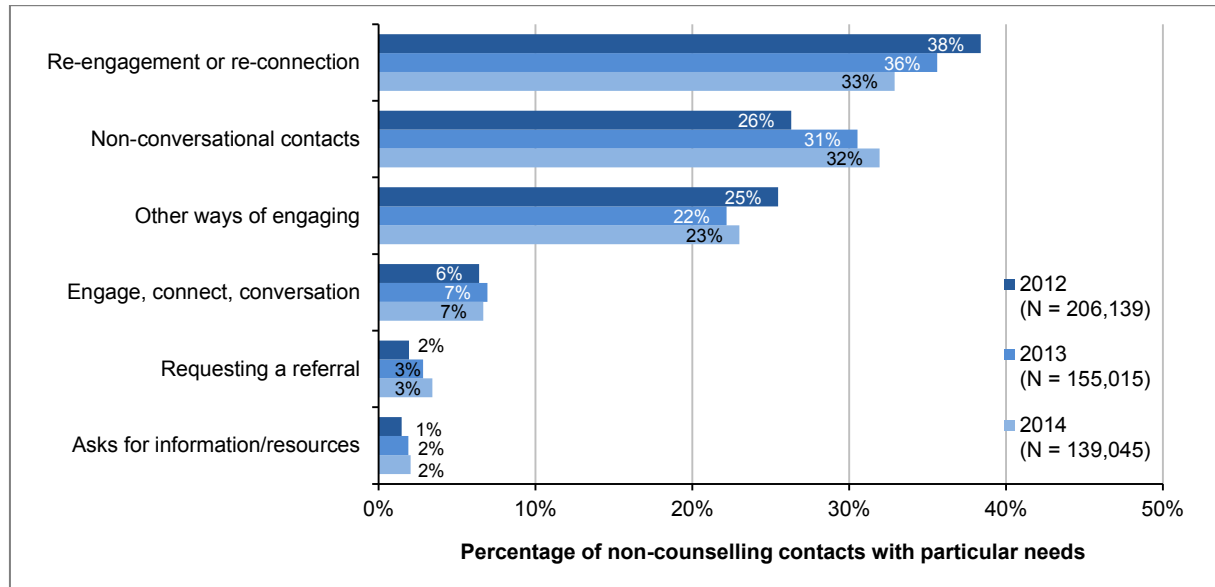
Figure 5 outlines the proportional frequency with which these types of non-counselling help-seeking applied in 2014 and compares that with 2013 and 2012. Key observations from the data are as follows:

- The most common reason for non-counselling contacts in 2014 (and 2012 and 2013) was to re-engage or reconnect with the service, accounting for one in every three non-counselling contacts (33%).
- There has been a decrease in the proportion of non-counselling contacts re-engaging or re-connecting with the service, from 38% in 2012 to 33% in 2014.
- There has been an increase in the proportion of non-counselling contacts engaging in non-conversational exchanges, from 26% in 2012 to 32% in 2014.
- The proportional frequency of other forms of help-seeking or engagement has remained constant over the short-term.

2.3.3 Trends in help-seeking

As noted in the relevant section on service demand (2.1.3) and as represented visually in Figure 3, there has been a gradual but notable increase in the proportion of Kids Helpline contacts requiring counselling support (from 26% in 2012 to 33% in 2014) and a corresponding decrease in the proportion of those requiring information, referral or other support (from 74% in 2012 to 67% in 2014).

Figure 5. Assistance sought by of non-counselling contacts aged 5-25 years – by year



2.4 Medium of contact

Kids Helpline counselling and support service provides three media by which clients can engage counselling or other support – phone, web chat and email. Understanding children and young people’s current and changing communication preferences is important for service planning, as noted in the section on service demand (2.1). This section goes further, however, and explores patterns in children and young people’s communication preferences – for example, whether or not particular subgroups prefer to engage via particular media and whether or not there is a relationship between young people’s type of help-seeking and their preferred communication medium. Such information will be useful for developing and targeting support services more effectively to different subgroups of vulnerable children and young people.

2.4.1 Phone, web and email contacts in 2014

Table 8 shows the proportion of different sub-populations of Kids Helpline contacts who engaged by phone, web or email in 2014. The use of row percentages allows comparison between subgroups, like males and females, in their relative use of different contact media.

Key observations from these data include the following:

- **Gender.** Females were less likely than males to contact by phone (67% c.f. 86%) and more likely than males to contact by web (18% c.f. 8%) and email (15% c.f. 5%).
- **Age.** There were notable differences in contacting preferences by age group. Compared with younger age groups, 19-25 year olds were more likely to contact by phone (84% c.f. 59% for 13-18 year olds and 72% for 5-12 year olds) and less likely to contact by email (6% c.f. 17% and 15%). Compared with those older and younger in age, 13-18 year olds were more likely to contact by web (24% c.f. 13% of 5-12 year olds and 10% of 19-25 year olds).
- **Cultural background.** Contacts known to be Aboriginal and/or Torres Strait Islander in background were more likely than those known to be of other cultural backgrounds to contact by phone (95% c.f. 84% for CALD contacts and 86% for non-ATSI/CALD contacts). They were less likely than those from other cultural backgrounds to contact by either email or web. Substantial missing data, small subpopulations and the greater likely influence of repeat contacts on percentage frequencies in this context may undermine the reliability of these observations.

Table 8. Characteristics of Kids Helpline contacts aged 5-25 years in 2014 – by medium of contact

Contact characteristics	Phone (N = 170,020)		Web (N = 20,469)		Email (N = 18,515)		All contacts (N = 209,004)	
	n	row %	n	row %	n	row %	n	row %
Gender								
Female	66,456	67%	17,247	18%	14,849	15%	98,552	100%
Male	29,403	86%	2,876	8%	1,864	5%	34,143	100%
Total	95,859	72%	20,123	15%	16,713	13%	132,695	100%
Unknown	74,161	97%	346	0%	1,802	2%	76,309	100%
Age group								
5-12 years	7,997	72%	1,447	13%	1,732	15%	11,176	100%
13-18 years	35,821	59%	14,674	24%	10,020	17%	60,515	100%
19-25 years	30,142	84%	3,643	10%	1,992	6%	35,777	100%
Total	73,960	69%	19,764	18%	13,744	13%	107,468	100%
<26 but age unknown	96,060	95%	705	1%	4,771	5%	101,536	100%
Cultural background								
Aboriginal &/or TSI	1,369	95%	29	2%	45	3%	1,443	100%
CALD	14,080	84%	1,150	7%	1,469	9%	16,699	100%
Neither ATSI/CALD	29,800	86%	2,257	7%	2,396	7%	34,453	100%
Total	45,249	86%	3,436	7%	3,910	7%	52,595	100%
Unknown	124,771	80%	17,033	11%	14,605	9%	156,409	100%
State								
ACT	1,893	79%	375	16%	129	5%	2,397	100%
NSW	59,896	87%	6,391	9%	2,387	3%	68,674	100%
NT	792	90%	69	8%	20	2%	881	100%
QLD	32,772	86%	3,454	9%	1,747	5%	37,973	100%
SA	12,429	86%	1,088	8%	855	6%	14,372	100%
TAS	3,109	82%	357	9%	333	9%	3,799	100%
VIC	41,696	85%	5,008	10%	2,246	5%	48,950	100%
WA	12,796	87%	1,082	7%	749	5%	14,627	100%
Total	165,383	86%	17,824	9%	8,466	4%	191,673	100%
Unknown	4,637	27%	2,645	15%	10,049	58%	17,331	100%
Remoteness								
Major Cities	25,349	61%	12,547	30%	3,998	10%	41,894	100%
Inner Regional	8,601	68%	2,674	21%	1,380	11%	12,655	100%
Outer Regional/Remote	4,155	66%	1,193	19%	958	15%	6,306	100%
Total	38,105	63%	16,414	27%	6,336	10%	60,855	100%
Unknown	131,915	89%	4,055	3%	12,179	8%	148,149	100%
Relationship with KHL								
First/occasional contact	22,501	57%	10,548	27%	6,353	16%	39,402	100%
Ongoing support	26,331	63%	6,765	16%	8,965	21%	42,061	100%
Total	48,832	60%	17,313	21%	15,318	19%	81,463	100%
Unknown	121,188	95%	3,156	2%	3,197	3%	127,541	100%
Type of help-seeking								
Counselling contact	42,538	61%	14,144	20%	13,277	19%	69,959	100%
Information/Referral/ Other contact	127,482	92%	6,325	5%	5,238	4%	139,045	100%
Total	170,020	81%	20,469	10%	18,515	9%	209,004	100%

* Where row percentages sum to more or less than 100%, this is due to rounding.

- *Remoteness.* Those outside Major Cities appeared to contact by phone slightly more frequently than those in Major Cities (66% in Outer Regional/Remote localities and 68% in Inner Regional localities compared with 61% in Major Cities). Substantial missing data, relatively small subpopulations and the greater likely influence of repeat contacts on percentage frequencies in this context may undermine the reliability of these observations.
- *Type of support relationship.* First time or occasional contacts were more likely than contacts receiving ongoing support to contact by web (27% c.f. 16%) and slightly less likely to contact either by phone (57% c.f. 63%) or email (16% c.f. 21%).
- *Type of help-seeking.* Children and young people's preferred medium of contact was strongly associated with whether or not they were seeking counselling services. Contacts seeking counselling compared with contacts seeking information, referral or other support, were less likely to contact via phone (61% c.f. 92%) and more likely to contact by web (20% c.f. 5%) or by email (19% c.f. 4%).

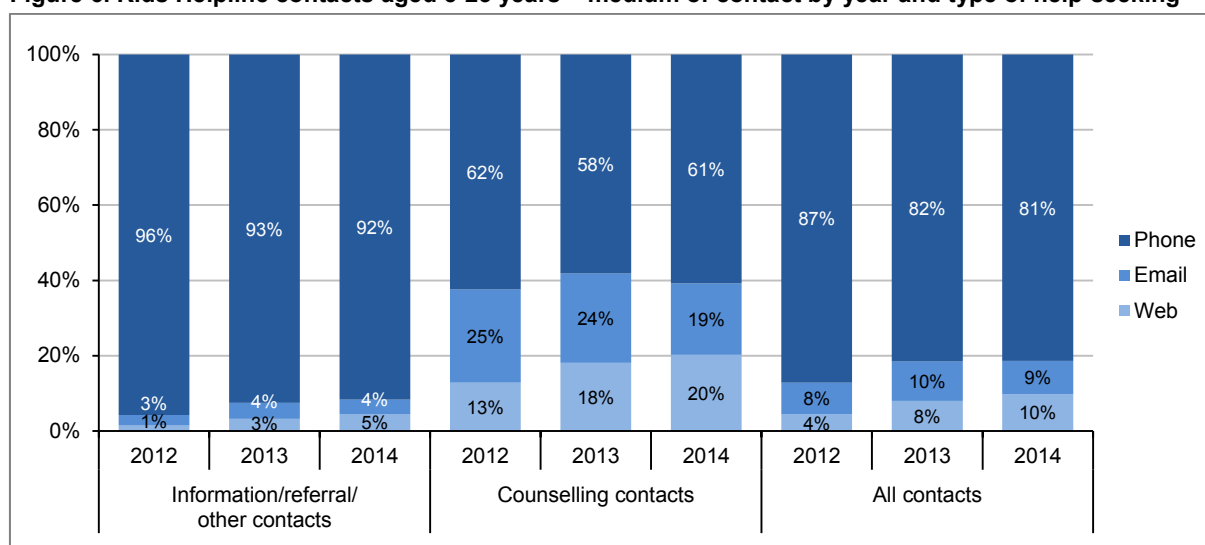
2.4.2 Trends in medium of contact

Figure 6 shows the proportion of Kids Helpline contacts engaging with the service via each medium over the last three years according to whether they were seeking counselling or other types of support.

Key observations include the following:

- For both counselling and non-counselling contacts there has been an increase in engagement via web.
- The increase in web engagement amongst counselling contacts is particularly evident, with web increasing from 13% of contacts in 2012 to 20% in 2014.
- Across all contacts (i.e. both counselling and non-counselling contacts) engagement by phone has decreased, from 87% in 2012 to 81% in 2014.

Figure 6. Kids Helpline contacts aged 5-25 years – medium of contact by year and type of help-seeking



* Population sizes as follows: Information/referral/other contacts – $N(2012) = 206,140$, $N(2013) = 155,015$, $N(2014) = 139,045$. Counselling contacts – $N(2012) = 71,298$, $N(2013) = 72,416$, $N(2014) = 69,959$. Where stacked bar percentages sum to more or less than 100%, this is due to rounding.

Table 9 presents a breakdown of the characteristics of Kids Helpline contacts according to their medium of engagement from 2012 to 2014.

The key observation to be taken from Table 9 is that every subgroup of the Kid Helpline population analysed (i.e. both genders, all age groups, all localities, etc.), except contacts known to be Aboriginal and/or Torres Strait Islander, have increased their preference for web engagement over the last three years while reducing their preference for phone or email contact or both.

Table 9. Characteristics of Kids Helpline contacts aged 5-25 years – by medium of contact and year

Contact characteristics	Medium of contact	2012 (N = 277,459)		2013 (N = 227,431)		2014 (N = 209,004)	
		n	col. %	n	col. %	n	col. %
Gender							
Female	Phone	86,365	74%	77,263	69%	66,456	67%
	Web	10,714	9%	15,671	14%	17,247	18%
	Email	18,977	16%	19,283	17%	14,849	15%
Male	Phone	48,741	93%	28,432	86%	29,403	86%
	Web	1,273	2%	2,223	7%	2,876	8%
	Email	2,182	4%	2,470	7%	1,864	5%
Age group							
5-12 years	Phone	8,208	78%	6,478	69%	7,997	72%
	Web	724	7%	1,123	12%	1,447	13%
	Email	1,643	16%	1,770	19%	1,732	15%
13-18 years	Phone	50,270	69%	36,745	58%	35,821	59%
	Web	8,938	12%	13,013	21%	14,674	24%
	Email	13,533	19%	13,523	21%	10,020	17%
19-25 years	Phone	27,820	85%	34,124	84%	30,142	84%
	Web	2,098	6%	3,470	9%	3,643	10%
	Email	2,973	9%	2,911	7%	1,992	6%
Cultural background							
Aboriginal &/or TSI	Phone	1,419	89%	1,428	83%	1,369	95%
	Web	43	3%	157	9%	29	2%
	Email	128	8%	139	8%	45	3%
CALD	Phone	18,150	89%	12,251	82%	14,080	84%
	Web	551	3%	1,019	7%	1,150	7%
	Email	1,696	8%	1,671	11%	1,469	9%
Neither ATSI nor CALD	Phone	35,175	86%	39,034	86%	29,800	86%
	Web	1,944	5%	2,736	6%	2,257	7%
	Email	3,766	9%	3,586	8%	2,396	7%
Remoteness							
Major Cities	Phone	27,528	66%	27,779	63%	25,349	61%
	Web	7,721	18%	10,660	24%	12,547	30%
	Email	6,589	16%	5,686	13%	3,998	10%
Inner Regional	Phone	7,573	68%	10,432	68%	8,601	68%
	Web	1,663	15%	2,680	17%	2,674	21%
	Email	1,898	17%	2,203	14%	1,380	11%
Outer Regional/Remote	Phone	2,206	59%	4,545	69%	4,155	66%
	Web	566	15%	1,093	17%	1,193	19%
	Email	951	26%	960	15%	958	15%
Relationship with KHL							
First/occasional contact	Phone	25,193	61%	22,525	56%	22,501	57%
	Web	6,410	16%	9,575	24%	10,548	27%
	Email	9,365	23%	8,341	21%	6,353	16%
Ongoing support	Phone	32,282	69%	27,598	60%	26,331	63%
	Web	4,085	9%	6,558	14%	6,765	16%
	Email	10,707	23%	11,744	26%	8,965	21%

* Where column percentages sum to more or less than 100%, this is due to rounding. Where *ns* sum to less than *N* for the year, this is due to missing data.

2.5 Top concerns of children and young people who received counselling

During 2014, Kids Helpline counsellors responded to 69,959 contacts from children and young people who were seeking help about specific problems or concerns (i.e. counselling contacts). Analysis of the types of issues and concerns raised by children and young people in these sessions provide a valuable insight into the help-seeking needs of young Australians today.

Each time a child or young person contacts the service, counsellors can record up to four different concerns of the child or young person, taking these from a classification inventory of 39 different concern or problem types. Each concern type has a dedicated set of concern subcategories, which allow for more in-depth analysis of children and young people's concerns.

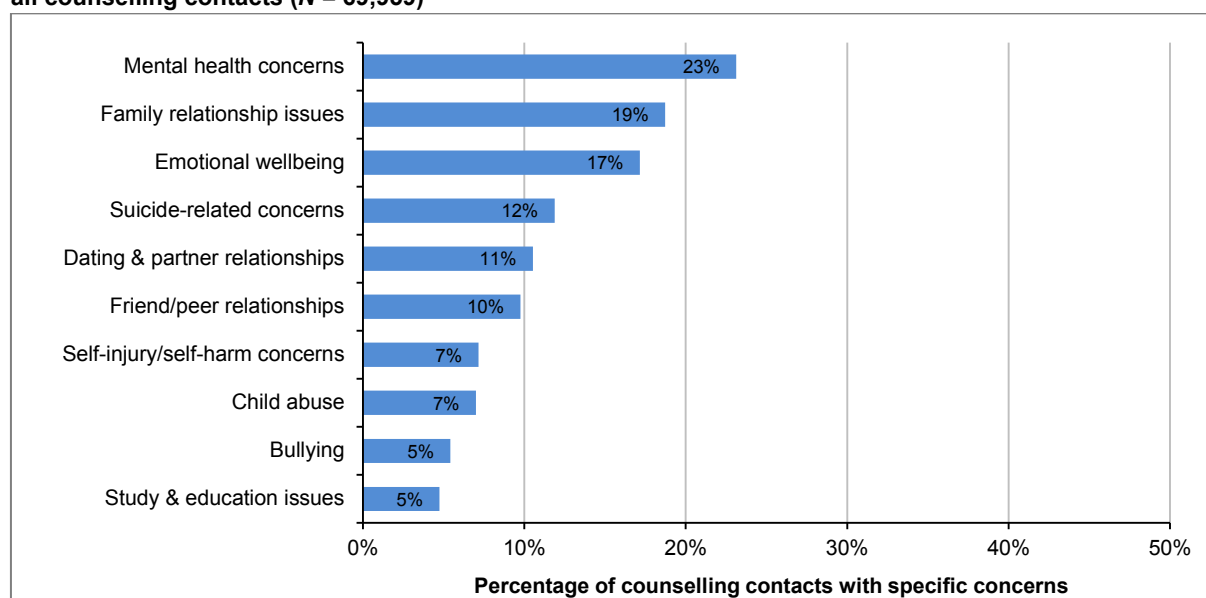
This section examines the most frequently recorded concerns of children and young people contacting Kids Helpline for counselling in 2014. The analysis is provided initially for all counselling contacts and then by various demographic or other client characteristics, including medium of contact, gender, age, cultural background, remoteness, and type of support relationship with Kids Helpline.

2.5.1 All counselling contacts

Current period

Figure 7 shows the frequency with which counsellors recorded specific concerns of children and young people contacting the service for counselling support in 2014.

Figure 7. Most frequently recorded concerns of 2014 Kids Helpline counselling contacts aged 5-25 years – all counselling contacts (N = 69,959)



* Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

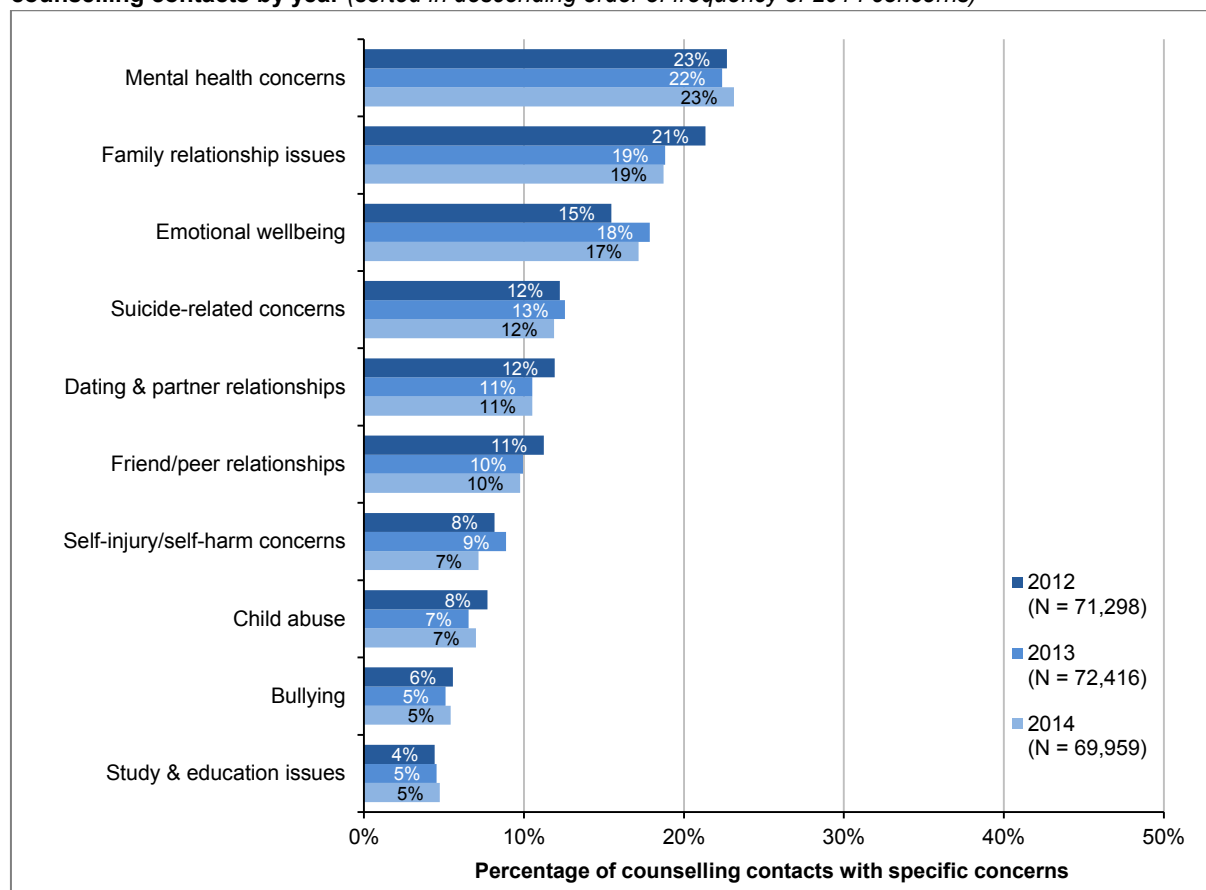
- Close to one in four counselling contacts (23%) raised concern about mental health – their own or that of another person.
- One in five (19%) raised concern about family relationship issues or emotional wellbeing.
- One in eight (12%) contacted with suicide-related concerns, either in relation to themselves or another person.
- One in 10 had concern about dating or partner relationships (11%) or friend and peer relationships (10%).
- One in 15 (7%) had concerns about child abuse or self-injury, and
- One in 20 (5%) indicated concern about bullying or study and education.

Trend analysis

Figure 8 shows the top 10 concerns of children and young people contacting Kids Helpline for counselling support over the last three years to consider any broad trends in the concerns of these children and young people in the short-term.

The key observation to be noted from the data presented is that the concerns of counselling contacts have remained constant over the short-term.

Figure 8. Most frequently recorded concerns of Kids Helpline counselling contacts aged 5-25 years – all counselling contacts by year (sorted in descending order of frequency of 2014 concerns)



* Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

2.5.2 By medium of contact

As noted in sections 2.1 and 2.4, there have been shifts in demand by children and young people for counselling support via phone, web and email over the recent past. In light of this, it is valuable to consider whether counselling contacts engaging with the service via particular media have particular sets of priority concerns.

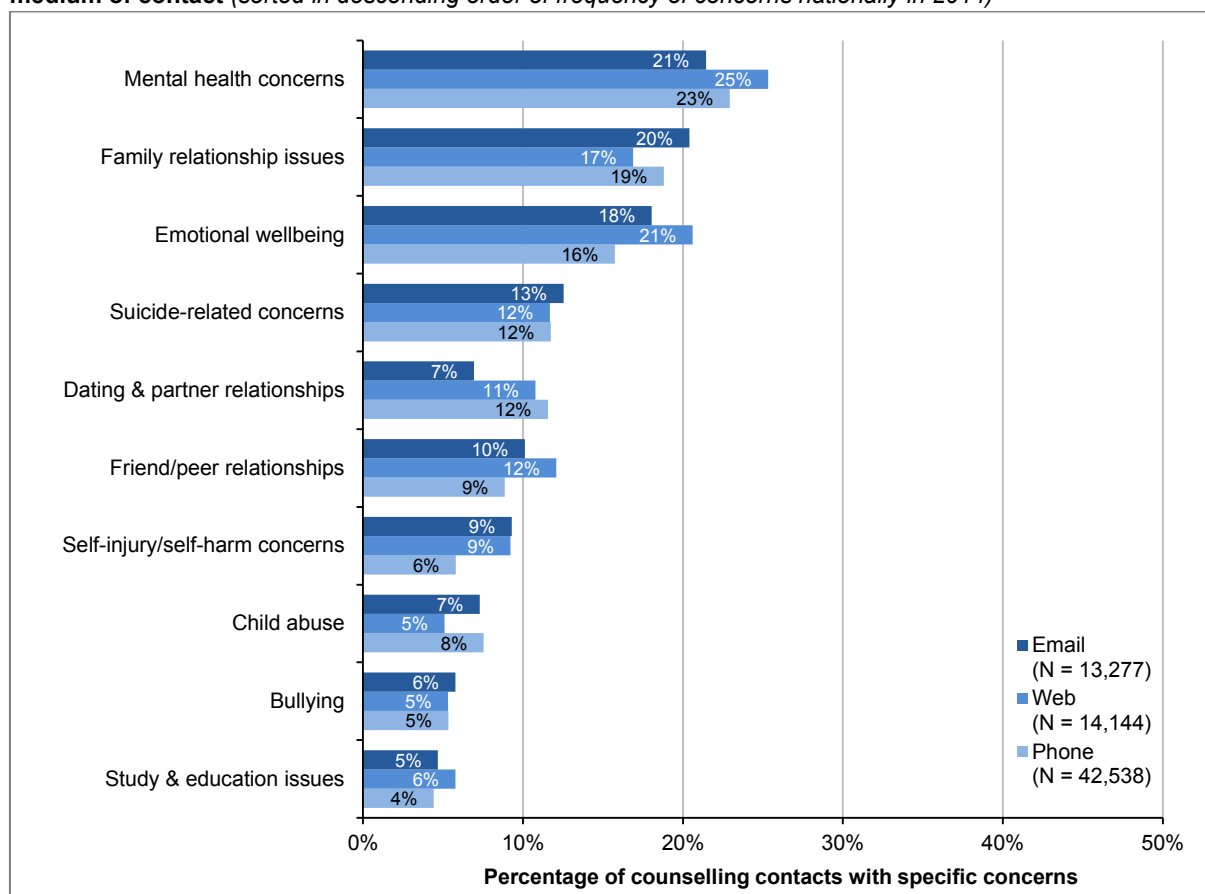
Figure 9 compares the proportional frequency with which specific concerns were raised by counselling contacts in 2014 according to their chosen medium of contact.

Key observations from the data include the following:

- There are a number of differences in the proportional frequency with which particular concerns were raised with counsellors depending on the medium of contact, although these differences in frequency are relatively small in size.
- *Web* – children and young people who contacted by web appeared slightly more likely to raise concerns with counsellors about mental health and emotional wellbeing than children and young people contacting via email.
- *Email* – children and young people who contacted by email appeared slightly less likely to raise concerns about dating and partner relationships than those contacting by either phone or web.

- *Phone* – children and young people who contacted by phone appeared slightly less likely to raise concerns about self-injury than those contacting by either email or web.

Figure 9. Most frequently recorded concerns of 2014 Kids Helpline counselling contacts aged 5-25 years – medium of contact (sorted in descending order of frequency of concerns nationally in 2014)



* Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

2.5.3 By age group

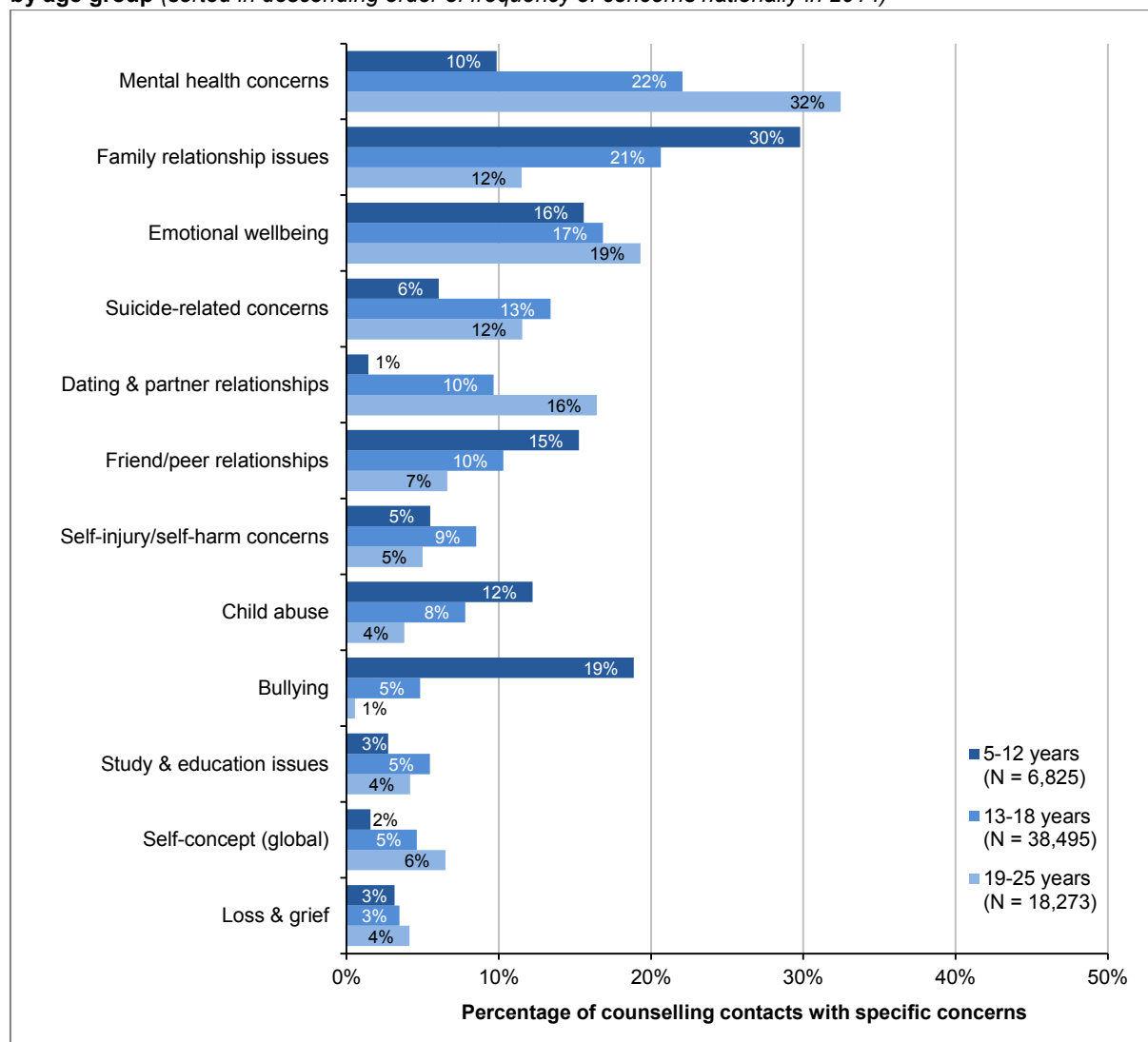
Kids Helpline targets a broad age range – from 5 to 25 years. This age range spans numerous developmental periods and life stages. Understanding the ways in which age influences the concerns of children and young people contacting the service is valuable both in terms of developing age-appropriate responses but also in developing targeted social policy advocacy campaigns.

For the purposes of identifying broad patterns in age-related concern, the population was divided into three age groups corresponding to 'kids' (5-12 year olds), 'teens' (13-18 year olds) and 'young adults' (19-25 year olds). Figure 10 compares the proportional frequency with which the top 12 concerns of 2014 counselling contacts were raised according to age group.

Key observations from Figure 10 include the following:

- *Age has a major influence on children and young people's concerns.* The frequency with which almost every concern was raised by counselling contacts in 2014 can be seen to be related to the age group of contacts. In many cases the age-related differences in frequency are moderate to large.
- *Mental health concerns.* Concern with mental health increased sharply with age. While one in 10 contacts (10%) aged 5-12 years raised concern about mental health, one in three contacts (32%) aged 19-25 years raised mental health concerns.

Figure 10. Most frequently recorded concerns of 2014 Kids Helpline counselling contacts aged 5-25 years – by age group (sorted in descending order of frequency of concerns nationally in 2014)



* Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

- *Family relationship issues.* Concern about family relationships decreased sharply by age. Close to one in three contacts (30%) aged 5-12 years raised concern about family relationships while roughly one in eight contacts (12%) aged 19-25 years contacted with concerns about family relationships.
- *Suicide-related concerns.* Concern about suicide was twice as common amongst contacts aged 13-18 years (13%) and 19-25 years (12%) than it was amongst younger contacts (6% for 5-12 year olds).
- *Dating and partner relationships.* Concern with dating and partner relationships increased with age. Only one in 100 contacts (1%) aged 5-12 years raised concern in this area compared with roughly one in six (16%) contacts aged 19-25.
- *Friend and peer relationships.* Concern about friend and peer relationships decreased gradually with age with 15% of contacts aged 5-12 years raising concern with counsellors about these types of relationships compared with 7% of contacts aged 19-25 years.
- *Self-injury concerns.* Contacts aged 13-18 years were more likely to raise concerns about self-injury (9%) compared with either younger contacts (5%) or older contacts (5%).
- *Child abuse.* Concerns about child abuse decreased with age. Child abuse was a concern of 12% of contacts aged 5-12 years compared with a concern of 4% of contacts aged 19-25 years.

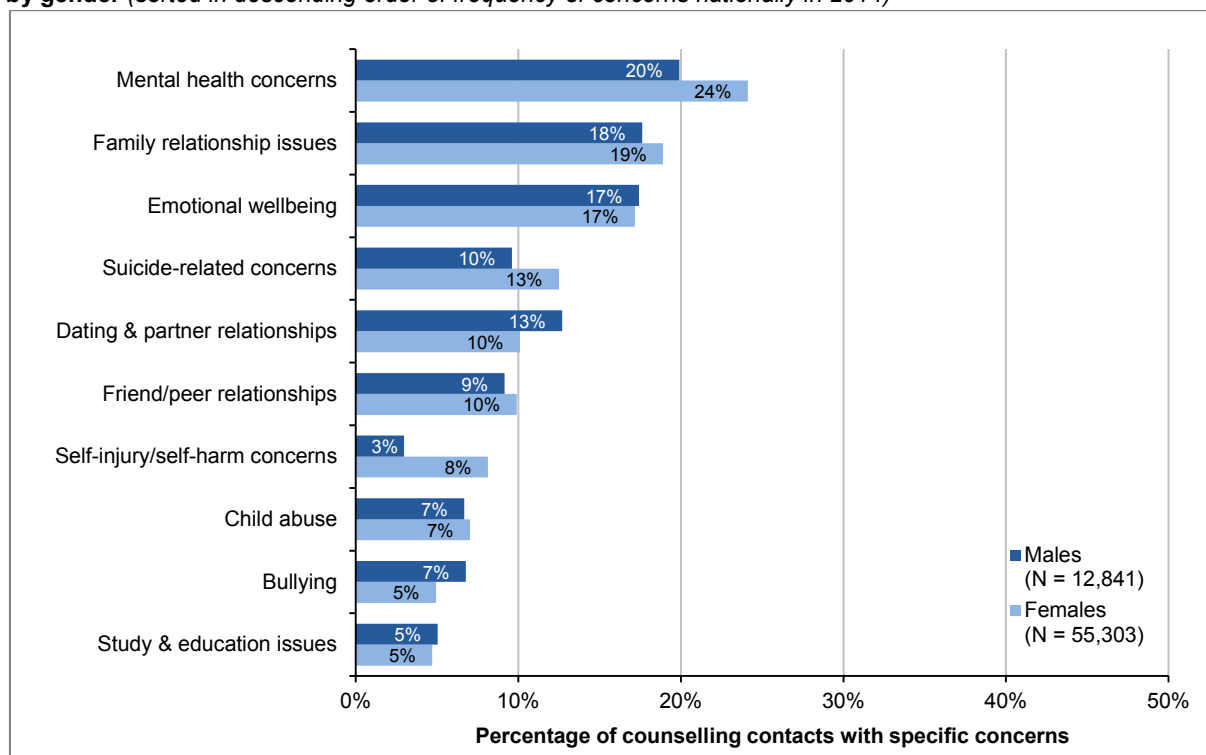
- *Bullying.* Bullying was primarily a concern of contacts aged 5-12 years, with one in five contacts (19%) in this age group raising concern about bullying in 2014. Concern with bullying decreased to 5% amongst teenage contacts and to 1% amongst young adult contacts.
- *Self-concept.* Concern with issues related to self-concept appeared to increase slightly with age from 2% of contacts aged 5-12 years to 6% of contacts aged 19-25 years.

2.5.4 By gender

Figure 11 compares the proportional frequency with which concerns were raised by counselling contacts in 2014 according to their gender. Key observations from the data include the following:

- There are a number of differences in the frequency with which particular concerns were raised with counsellors in 2014 depending on the gender of the child or young person, although these differences are generally small.
- *Mental health concerns.* Female contacts were slightly more likely than male contacts to seek counselling in relation to mental health concern (24% c.f. 20%).
- *Self-injury concerns.* Female contacts were almost three times more likely than male contacts to seek counselling in relation to self-injury concerns (8% c.f. 3%).

Figure 11. Most frequently recorded concerns of 2014 Kids Helpline counselling contacts aged 5-25 years – by gender (sorted in descending order of frequency of concerns nationally in 2014)

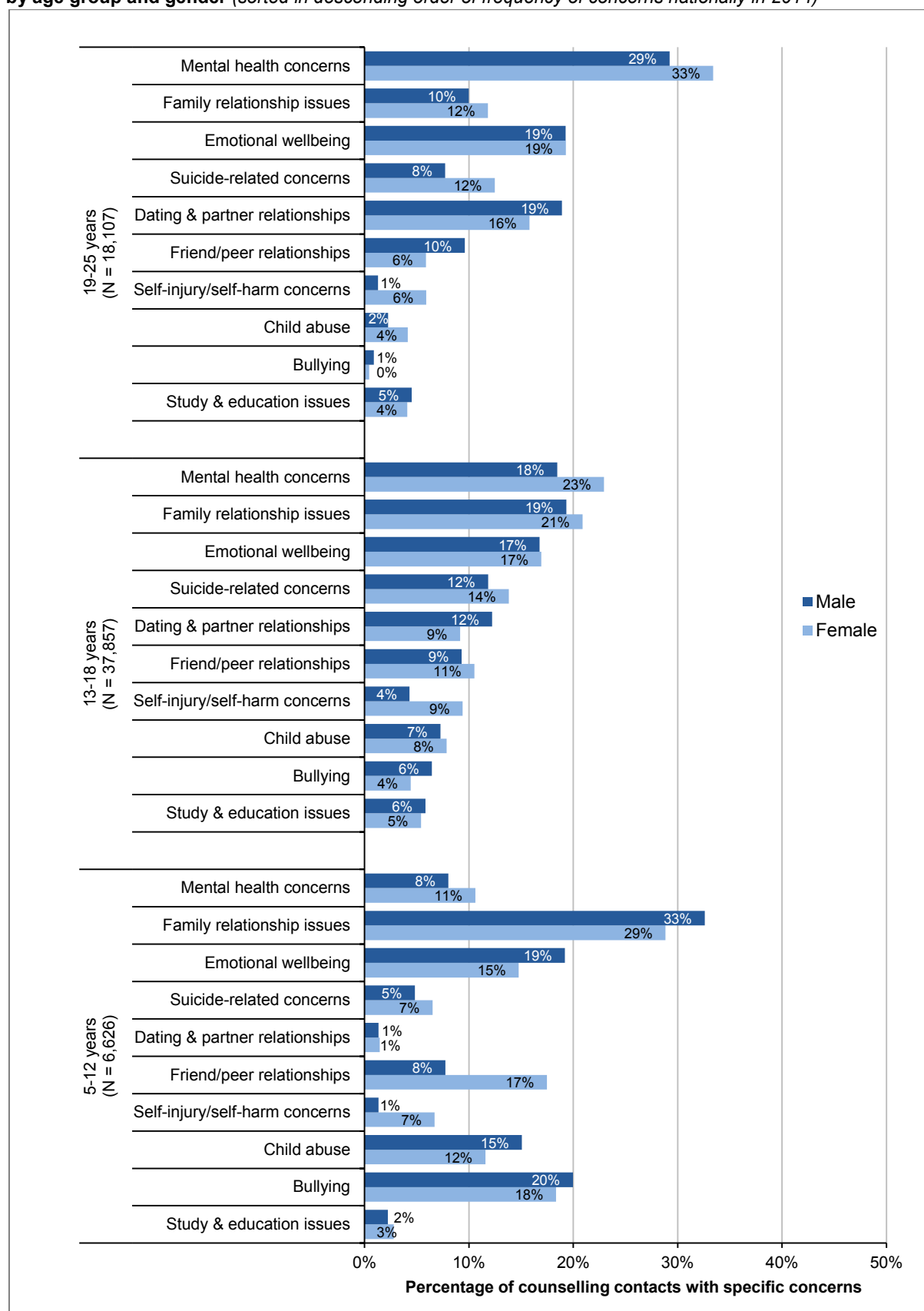


* Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

2.5.5 By age group and gender

Figure 12 presents the most frequently recorded concerns of Kids Helpline counselling contacts in 2014 by both age group and gender to see if gender-differences in the concerns of children and young people contacting Kids Helpline vary according to age group.

Figure 12. Most frequently recorded concerns of 2014 Kids Helpline counselling contacts aged 5-25 years – by age group and gender (sorted in descending order of frequency of concerns nationally in 2014)



* Up to four concerns per contact may be recorded. Accordingly, percentages for gender within an age category may sum to more than 100%. For 5 – 12 year old contacts, N (males) = 1,433, N (females) = 5,193. For 13 to 18 year old contacts, N (males) = 6,743, N (females) = 31,114. For 19 to 25 year old contacts, N (males) = 3,623, N (females) = 14,484.

Key observations from Figure 12 include the following:

- Numerous gender differences in the concerns of children and young people contacting Kids Helpline were seen to vary with age group in 2014.
 - Gender differences were particularly evident amongst the 5-12 year old age group and the 19-25 year old age group.
 - Some gender differences were only evident in particular age groups (like gender differences in concern about family relationship amongst 5-12 year old contacts)
 - Some gender differences appear to become stronger with age (e.g. suicide-related concerns) or weaker with age (e.g. child abuse or emotional wellbeing).
 - Occasionally a gender difference was observed to switch direction with age (e.g. friend/peer relationships changes from being more commonly a concern of females amongst 5-12 year olds to more commonly a concern of males aged 19-25 years).
- *Gender differences amongst 5-12 year old contacts.* Out of the top 10 concerns analysed, five showed evidence of gender differences for this age group.
 - Males were slightly more likely than females in this age group to raise concerns about family relationships (33% c.f. 29%), emotional wellbeing (21% c.f. 16%), and child abuse (17% c.f. 12%).
 - Females were considerably more likely than males in this age group to raise concerns about friend/peer relationships (17% c.f. 8%) and self-injury (7% c.f. 1%).
- *Gender differences amongst 13-18 year old contacts.* Out of the top 10 concerns analysed, two indicated gender differences for this age group.
 - Females were slightly more likely than males in this age group to raise concerns about mental health (23% c.f. 18%) and twice as likely to raise concern about self-injury (9% c.f. 4%).
- *Gender differences amongst 19-25 year old contacts.* Out of the top 10 concerns analysed, four indicated gender differences for this age group.
 - Males were more likely than females in this age group to raise concerns about friend/peer relationships (10% c.f. 6%).
 - Females were more likely than males in this age group to raise concerns about mental health (33% c.f. 29%), suicide (12% c.f. 8%) and self-injury (6% c.f. 1%).

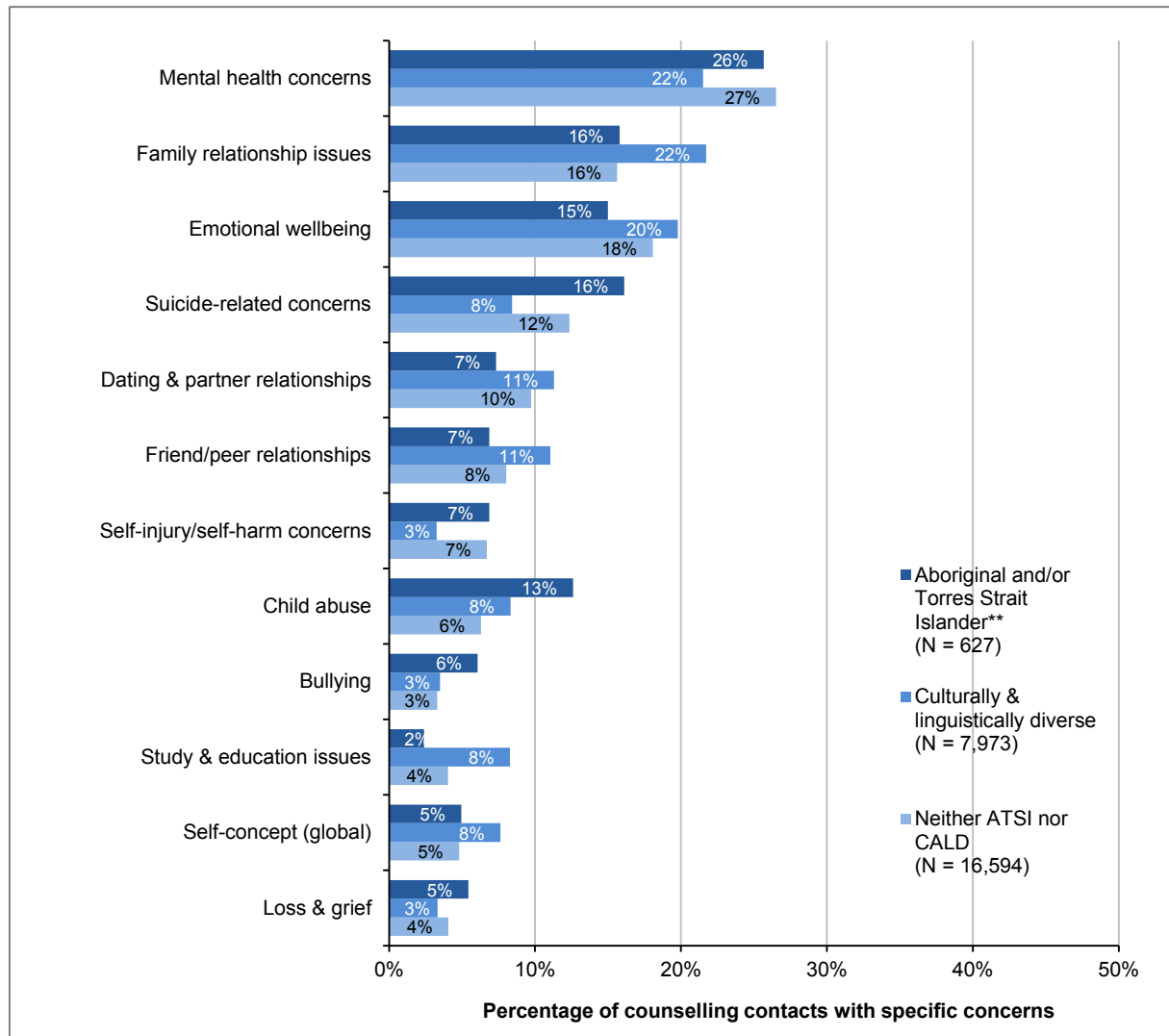
2.5.6 By cultural background

In terms of developing culturally sensitive and appropriate services for children and young people with counselling needs, it is helpful to consider the influence of cultural background on the kinds of issues for which children and young people seeking counselling support.

Unfortunately, as noted in section 1.3, cultural background information is only available for approximately one third (36%) of counselling contacts and there are likely to be biases associated with missing and known data. These factors will impact on the reliability of the cultural background analysis presented in this section and care needs to be taken with how these data are interpreted and used.

Figure 13 compares the proportional frequency with which the top 12 concerns were raised by counselling contacts in 2014 according to their cultural background – in particular, whether they were Aboriginal and/or Torres Strait Islander (ATSI), from other culturally or linguistically diverse backgrounds (CALD), or from neither ATSI nor CALD backgrounds (i.e. Caucasian Australian).

Figure 13. Most frequently recorded concerns of 2014 Kids Helpline contacts aged 5-25 years – by cultural background (sorted in descending order of frequency of concerns nationally in 2014)



* Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

** Interpret data for Aboriginal and/or Torres Strait Islander contacts with caution. These contacts comprise a very small subgroup of Kids Helpline counselling contacts. Moreover, the data presented pertain to *contacts*, not individuals, such that multiple contacts may be received from a single individual. Accordingly, the data presented here in relation to ATSI contacts may not be representative of the population of Kids Helpline service users from Aboriginal and/or Torres Strait Islander background.

Key observations from Figure 13 include the following:

- *Cultural background has a notable influence on children and young people's concerns.* The frequency with almost every top-12 concern was raised by counselling contacts in 2014 would appear to be related to the cultural background of contacts where backgrounds were known.
- *Aboriginal and/or Torres Strait Islander counselling contacts.* ATSI contacts appeared:
 - more likely than CALD contacts to have concerns about mental health (26% c.f. 22%), and
 - more likely than either CALD or non-ATSI/CALD counselling contacts to raise concerns about:
 - suicide (16% c.f. 8% or 12%)
 - child abuse (13% c.f. 8% or 6%), and
 - bullying (6% c.f. 3% or 3%).
- *CALD counselling contacts.* CALD contacts appeared slightly or moderately more likely than either ATSI and/or non-ATSI/CALD contacts to raise concerns about:
 - family relationship issues (22% c.f. 16% or 16%)
 - emotional wellbeing (20% c.f. 15% or 18%)

- dating and partner relationships (11% c.f. 7% for ATSI contacts)
- friend and peer relationships (11% c.f. 7% or 8%), and
- study and education issues (8% c.f. 2% or 4%).

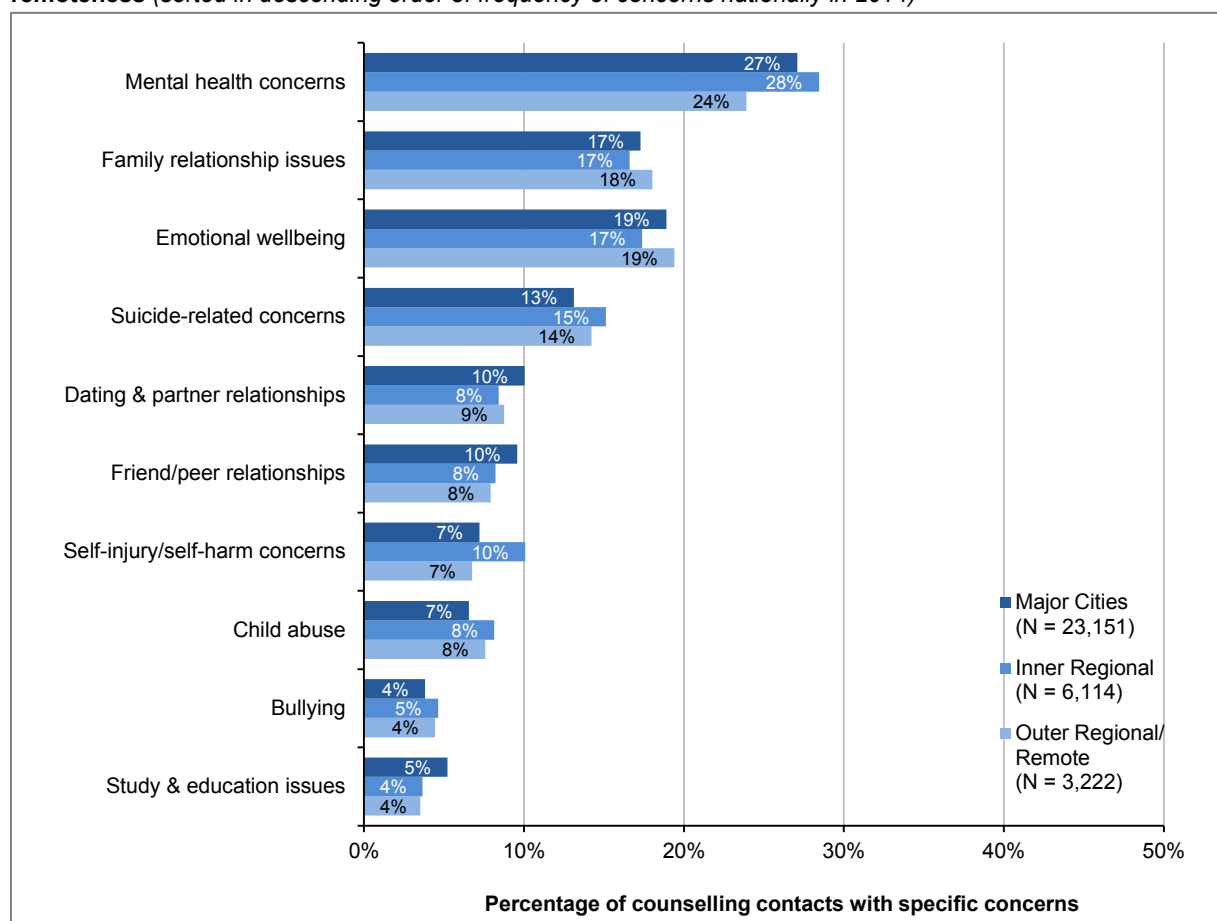
2.5.7 By remoteness

Kids Helpline services all localities across Australia. It is possible that distance from major cities will impact on the experiences and/or concerns of children and young people contacting the service. Understanding these differences is important in delivering a quality service to children and young people across Australia.

Locality information is available for just under half (46%) of counselling contacts in 2014 and there are likely to be biases associated with missing and known data. These factors will impact on the reliability of the remoteness analysis presented in this section and care needs to be taken with how these data are interpreted and used.

Figure 14 compares the proportional frequency with which concerns were raised by counselling contacts in 2014 according to their remoteness – in particular, whether they were living in 'Major Cities', in 'Inner Regional' localities, or in 'Outer Regional/Remote' localities. This remoteness classification system has been adapted from the Australian Bureau of Statistics' Australian Geographical Standard (ASGS). See section 1.3.2 for more information.

Figure 14. Most frequently recorded concerns of 2014 Kids Helpline contacts aged 5-25 years – by remoteness (sorted in descending order of frequency of concerns nationally in 2014)



Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

Key observations from the data include the following:

- There is relatively little difference apparent in the frequency with which the top 10 concerns were raised by counselling contacts according to their remoteness.
- Compared with contacts living in Outer Regional/Remote locations, those living in Inner Regional areas would appear to be slightly more likely to raise concern about mental health (28% c.f. 24%).

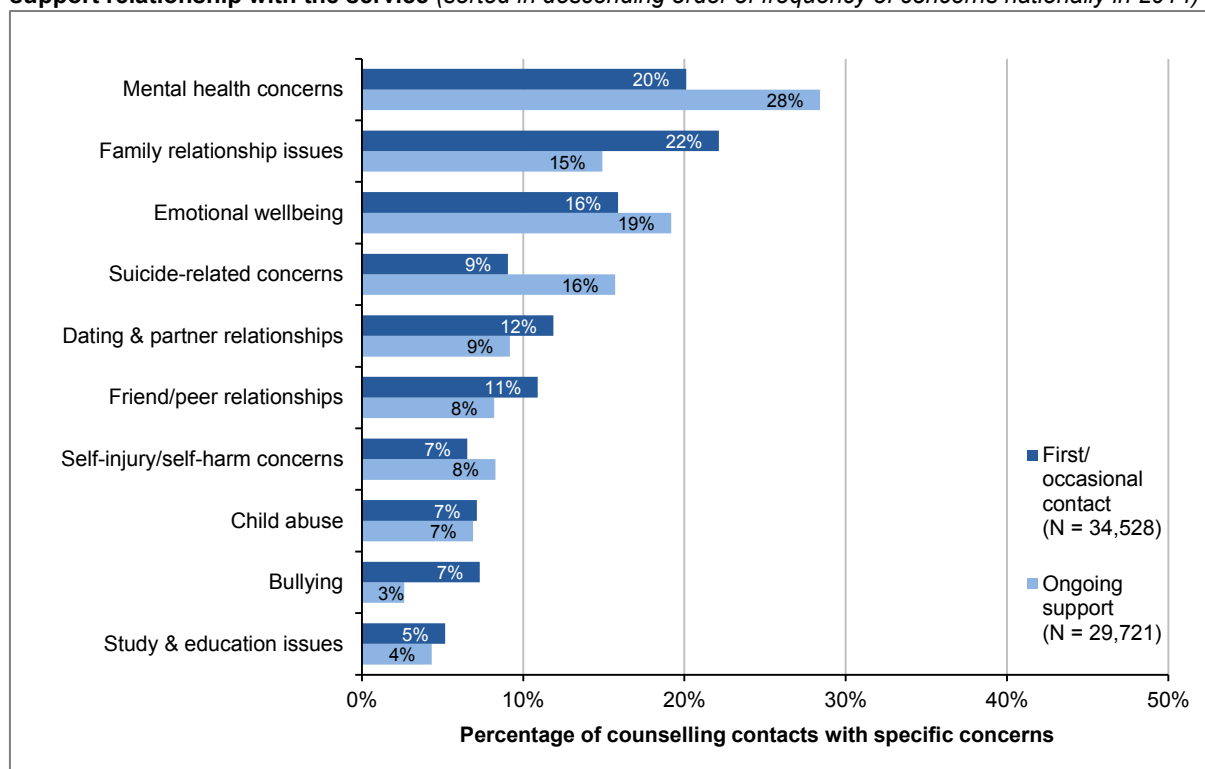
- Data reliability issues may account for the observed differences and obscure actual differences.

2.5.8 By type of support relationship with the service

Counsellors classify counselling contacts according to the type of support relationship they have with Kids Helpline – in particular, whether they are a first time contact, an occasional contact or a contact who receives regular and ongoing support.

All children and young people are offered ongoing support if they would like this. However, as certain problems are more likely to be assisted by ongoing support, it is expected there will be differences in the proportional frequency with which particular concerns are raised by counselling contacts according to their status as new/occasional contacts or ongoing support contacts. Figure 15 presents this analysis and confirms the expected relationship.

Figure 15. Most frequently recorded concerns of 2014 Kids Helpline contacts aged 5-25 years – by type of support relationship with the service (sorted in descending order of frequency of concerns nationally in 2014)



* Up to four concerns per contact may be recorded. Accordingly, percentages may sum to more than 100%.

Key observations from Figure 15 include the following:

- *First time/occasional contacts.* First time/occasional contacts were more likely than contacts receiving ongoing support to be receiving counselling support in relation to:
 - family relationship issues (22% c.f. 15%), and
 - bullying (7% c.f. 3%)
- *Ongoing support contacts.* Contacts receiving ongoing support were more likely than first or occasional contacts to be receiving support in relation to:
 - mental health (28% c.f. 20%), and
 - suicide (16% c.f. 9%).

2.6 All concerns of children and young people who received counselling

The preceding section provided analysis of the top concerns of children and young people contacting Kids Helpline counselling and support service in 2014 and provided subgroup analysis to explore the priority concerns of 16 different subpopulations. Children and young people contact Kids Helpline about a very broad range of concerns, however, and focusing on the top 10 or 12 concerns can obscure that diversity and/or the emergence of significant trends in other areas of client concern.

To avoid this issue, the current section reports the frequency with which every concern in the Kids Helpline's concern classification system was raised by counselling contacts in 2014 and compares this with the frequency with which the concern was raised in 2012 and 2013.

Table 10 presents this data. It shows:

- the complete list of 49 issues that counsellors use to classify the concerns for which children and young people seek counselling and the frequency with which each concern was raised in 2014
- trend data for the last three years to enable analysis of short-term changes in the proportional frequency with which different issues are being raised with counsellors, and
- aggregated totals for 11 'concern classes' which group a number of individual concerns together conceptually, thereby giving a sense of the overall frequency with which broad groupings of concern are arising in the population.

Counsellors can record up to four concerns each time a child or young person contacts the service. As a consequence:

- column percentages will sum to more than 100% for each year, and
- totals provided for concern class will be less than the sum of the individual concerns that make up that class due to the fact that multiple concerns within the class may have been identified in a single contact.

The key observation to be noted from the data in Table 10 is that the proportional frequency with which children and young people have been contacting Kids Helpline about all these different concerns and classes of concern are remarkably consistent over the short-term.

2.7 Referral to further support and Duty of Care actions

Kids Helpline endeavours to provide a holistic service to children and young people, linking them whenever appropriate and possible to other support services that may assist them to address issues that are causing them concern. In addition, there are times when counsellors contact external agencies directly to provide support to a client or to protect a client who is experiencing significant harm or is at imminent risk of significant harm.

This section provides information about the number and type of referrals made in counselling sessions in 2014 and also the number of attempts made to contact external agencies to support or protect clients in 2014. This includes the number of Duty of Care interventions that Kids Helpline counsellors initiated. Short-term trend analysis of external contacts is also provided.

2.7.1 Referring children and young people to further support

During 2014, counsellors were able to assist almost three out of four (72%) children or young people contacting the service for counselling without needing to refer them to another agency for support, as shown in Figure 16. The remaining 28% of counselling contacts required referral for additional support:

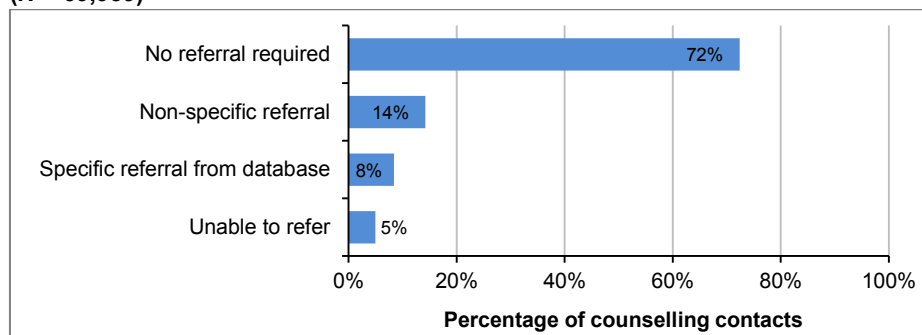
Table 10. Number and proportion of Kids Helpline counselling contacts 5-25 years with particular concerns and classes of concern by year

Concern and concern class	2012 (N = 71,298)		2013 (N = 72,416)		2014 (N = 69,959)	
	n	col. %	n	col. %	n	col. %
Mental health & emotional wellbeing	36,585	51.3%	39,295	54.3%	37,147	53.1%
Mental health concerns	16,179	22.7%	16,217	22.4%	16,181	23.1%
Emotional wellbeing	11,029	15.5%	12,938	17.9%	12,007	17.2%
Suicide-related concerns	8,728	12.2%	9,103	12.6%	8,310	11.9%
Self-injury/self-harm concerns	5,810	8.1%	6,433	8.9%	5,006	7.2%
Loss and grief	3,152	4.4%	2,631	3.6%	2,479	3.5%
Friends, peers, partners & dating	15,917	22.3%	14,420	19.9%	13,810	19.7%
Dating and partner relationships	8,506	11.9%	7,620	10.5%	7,364	10.5%
Friends/peer relationships	8,017	11.2%	7,200	9.9%	6,824	9.8%
Family relationships	15,214	21.3%	13,631	18.8%	13,096	18.7%
Child-parent relationships	10,285	14.4%	9,517	13.1%	9,170	13.1%
Other family relationships	3,962	5.6%	3,085	4.3%	2,809	4.0%
Changing family structures	1,908	2.7%	1,641	2.3%	1,685	2.4%
Parenting own children	361	0.5%	285	0.4%	240	0.3%
Identity & self-concept	6,533	9.2%	6,692	9.2%	5,733	8.2%
Self-concept (global)	3,694	5.2%	4,123	5.7%	3,267	4.7%
Body image	1,322	1.9%	1,260	1.7%	1,066	1.5%
Sexual orientation	1,030	1.4%	906	1.3%	811	1.2%
Gender/sex identification	342	0.5%	221	0.3%	350	0.5%
Disability-related concerns	280	0.4%	262	0.4%	296	0.4%
Cultural identity	208	0.3%	200	0.3%	152	0.2%
Violence & abuse (non-family)	6,050	8.5%	5,817	8.0%	5,797	8.3%
Bullying - school related	3,407	4.8%	3,128	4.3%	3,275	4.7%
Bullying - other	620	0.9%	612	0.8%	563	0.8%
Sexual assault or abuse (non-family)	1,201	1.7%	1,208	1.7%	1,115	1.6%
Dating and partner violence	429	0.6%	425	0.6%	427	0.6%
Harassment and assault (non-sexual)	335	0.5%	364	0.5%	321	0.5%
Sexual harassment	210	0.3%	230	0.3%	220	0.3%
Child abuse & family violence	5,507	7.7%	4,730	6.5%	4,897	7.0%
Physical abuse	2,506	3.5%	2,270	3.1%	2,359	3.4%
Sexual abuse	1,519	2.1%	1,164	1.6%	1,179	1.7%
Emotional abuse	1,082	1.5%	948	1.3%	1,123	1.6%
Neglect of child	215	0.3%	216	0.3%	230	0.3%
Exploitation by family member	16	0.0%	10	0.0%	8	0.0%
Exposure to family violence	458	0.6%	412	0.6%	470	0.7%
Living-in-care issues	377	0.5%	262	0.4%	229	0.3%
School, education & work	4,524	6.3%	4,383	6.1%	4,327	6.2%
Study and education issues	3,150	4.4%	3,291	4.5%	3,319	4.7%
Employment issues	1,056	1.5%	852	1.2%	688	1.0%
School authority issues	400	0.6%	312	0.4%	377	0.5%
Physical or sexual health & development	4,747	6.7%	4,205	5.8%	3,800	5.4%
Physical health concerns	2,517	3.5%	2,235	3.1%	1,955	2.8%
Pregnancy-related concerns	1,129	1.6%	896	1.2%	852	1.2%
Sexual activity	912	1.3%	919	1.3%	792	1.1%
Physical/sexual development	177	0.2%	108	0.1%	139	0.2%
Contraception/safe sex	149	0.2%	131	0.2%	150	0.2%
Homelessness & basic needs assistance	1,988	2.8%	1,782	2.5%	1,798	2.6%
Homelessness	1,113	1.6%	986	1.4%	1,018	1.5%
Practical/material assistance	604	0.8%	582	0.8%	599	0.9%
Financial assistance/concerns	338	0.5%	257	0.4%	215	0.3%
Substance use, addictions & risk-taking	1,709	2.4%	1,561	2.2%	1,482	2.1%
Drug use	1,002	1.4%	983	1.4%	965	1.4%
Alcohol use	519	0.7%	449	0.6%	420	0.6%
Addictive behaviours (not drugs/alcohol)	156	0.2%	156	0.2%	122	0.2%
Physical risk-taking	68	0.1%	32	0.0%	36	0.1%
Gang/cult involvement	26	0.0%	9	0.0%	15	0.0%
Offending, abusive or violent actions	635	0.9%	712	1.0%	617	0.9%
Illegal/offending behaviour	393	0.6%	449	0.6%	326	0.5%
Abusive or violent actions	191	0.3%	212	0.3%	221	0.3%
Sexual violence/offending actions	64	0.1%	58	0.1%	78	0.1%

* Up to four concerns per contact may be recorded. Totals provided for class of concern will be less than the sum of the individual concerns for that class due to multiple concerns within the class being identified in a single contact.

- 14% were referred to a generalist service or practitioner, such as a doctor, school/guidance counsellor, local police or mental health worker
- 8% were referred to a specific service for further support, including crisis responses and three-way link-ups with both the client and another agency, and
- 5% required additional support but counsellors were unable to provide a referral. Reasons for this include the child or young person declining a referral, there being no suitable or appropriate service available to refer them to, or the child or young person finishing the session before the referral could be completed or discussed.

Figure 16. Referral to other support – Kids Helpline counselling contacts aged 5-25 years – 2014
(N = 69,959)



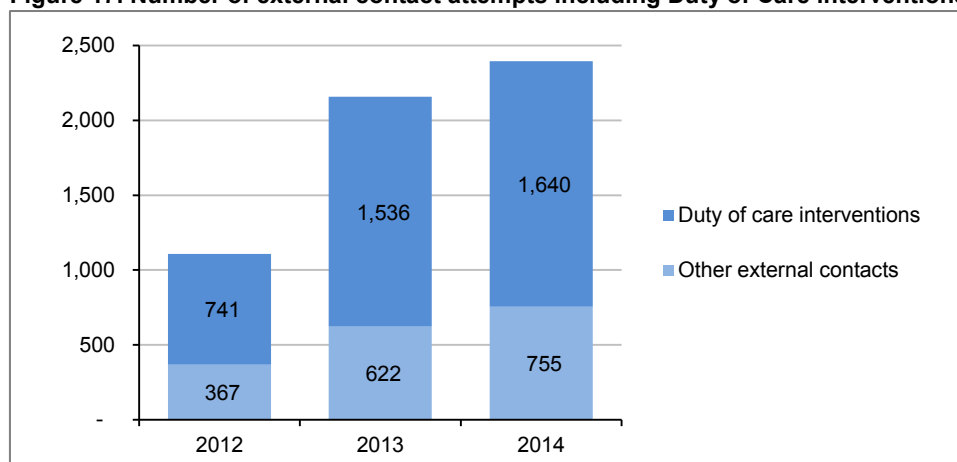
* Percentages sum to less than 100% due to rounding.

2.7.2 External contacts and Duty of Care interventions

In 2014, there were a total of 2,395 records of counsellors attempting to contact an external agency or agencies to support a child or young person and/or to protect them from significant harm or imminent risk of significant harm. Two out of three of these records (1,640, or 68%) concerned a Duty of Care intervention (Figure 17).

Figure 17 also shows the number of records of external contact attempts in 2012 and 2013. It reveals an increase of 116% in external contact attempts from 2012 to 2014 and a 121% increase in the number of Duty of Care interventions initiated.

Figure 17. Number of external contact attempts including Duty of Care interventions – by year



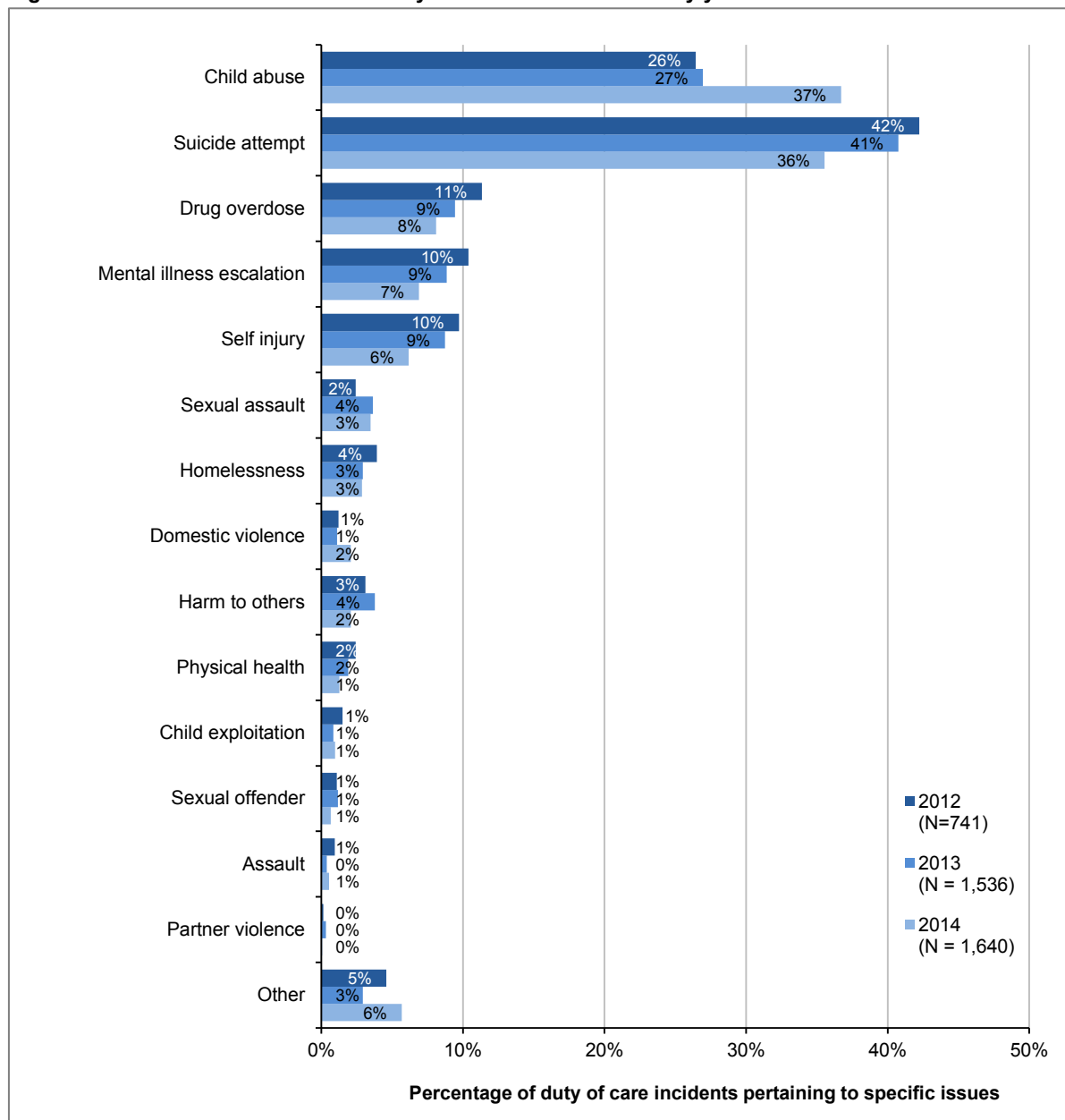
Counsellors are able to record up to four different reasons for a Duty of Care action being taken. Figure 18 shows the frequency with which different reasons for Duty of Care interventions were recorded in 2014, as well as in 2012 and 2013.

Key observations to be noted from the data include the following:

- Child abuse and suicide attempts were by far the most common reasons for Duty of Care interventions in each year (37% and 36% respectively in 2014).

- From 2012 to 2014, there have been a number of changes in the proportional frequency with which certain reasons have been recorded for Duty of Care interventions. In particular, there has been:
 - a decrease in the proportion of Duty of Care interventions precipitated by suicide attempts and self-injury (from 42% to 36% for suicide and from 10% to 6% for self-injury), and
 - an increase in the proportion of interventions precipitated by concern about child abuse (from 26% to 37%).

Figure 18. Reasons documented for Duty of Care interventions – by year



* Up to four issues may be recorded for each Duty of Care intervention. Accordingly, percentages sum to more than 100%.

2.8 Children and young people seeking counselling for particular issues

Kids Helpline is frequently contacted for further information about various concerns of children and young people that are of contemporary social policy interest. Key amongst these issues are mental health, suicide, self-injury and child abuse. Table 11 outlines the frequency with which counselling contacts raised these concerns with counsellors in 2014.

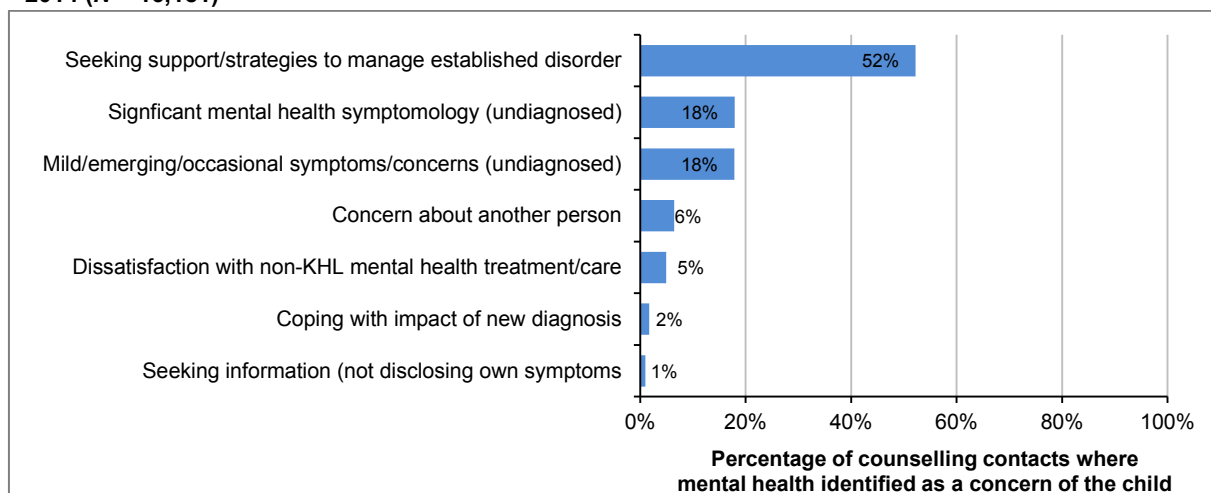
Table 11. Counselling contacts in 2014 with particular self-identified concerns

Particular concern	Number of contacts with this concern	% of counselling contacts (N = 69,959)
Mental health		
	16,181	23%
Suicide		
	8,310	12%
Self-injury		
	5,006	7%
Child abuse		
	4,897	7%

This section presents frequency data on the subcategories of concern relating to each of these issues when counsellors recorded the issue to be a concern of the child or young person contacting the service.

2.8.1 Mental health

When counsellors record mental health as a concern of a child or young person contacting the service, they specify one of seven subcategories of concern relating to mental health. Figure 19 shows the frequency with which each subcategory was recorded.

Figure 19. Subcategory of concern where mental health identified as a concern of the child or young person – 2014 (N = 16,181)

* Percentages sum to more than 100% as more than one subcategory of mental health concern may be identified per contact.

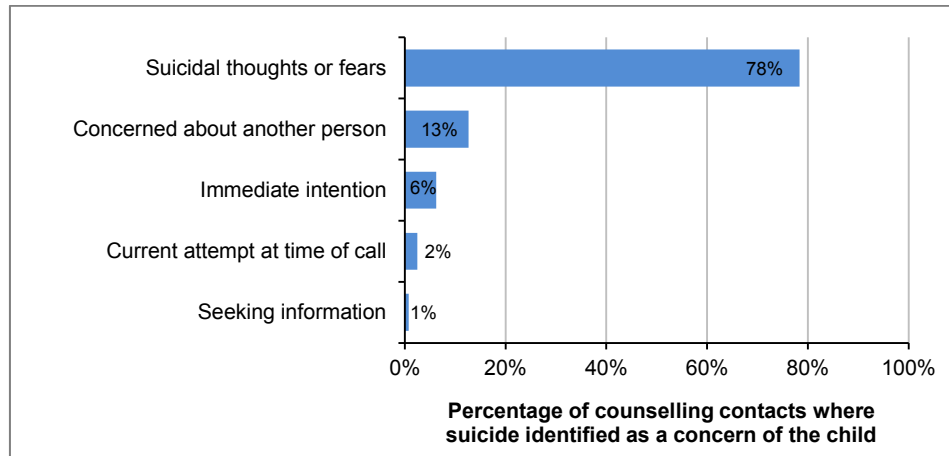
Key observations from the data include the following:

- More than half (52%) of contacts with mental health as a concern were contacting about support or strategies to manage an established disorder.
- Around a third (35%) were contacting about the symptoms of an undiagnosed mental health condition.
- A small proportion (6%) was contacting to discuss their concern about another person's mental health.

2.8.2 Suicide

When counsellors record suicide as a concern of a child or young person contacting the service, they specify one of five subcategories of concern relating to suicide. Figure 20 shows the frequency with which each subcategory was recorded when suicide was recorded as a concern of the child or young person.

Figure 20. Subcategory of concern where suicide identified as a concern of the child or young person – 2014 (N = 8,310)



* Percentages sum to more than 100% as more than one subcategory of suicide concern may be identified per contact.

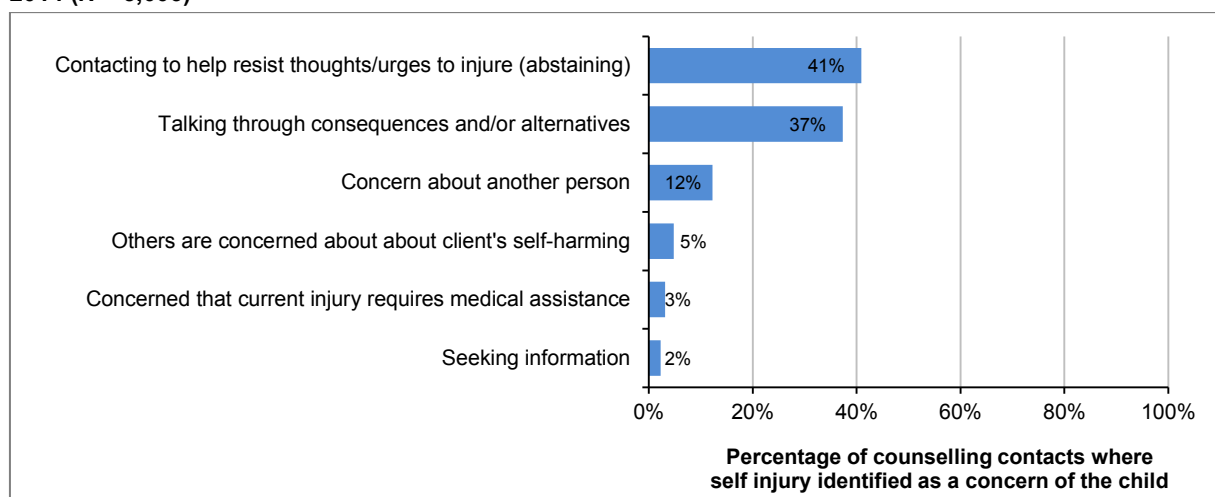
Key observations from the data include the following:

- The vast majority (78%) of contacts who received counselling support in relation to suicide were contacting about suicidal thoughts or fears.
- Roughly one in eight (13%) were contacting to discuss their concern about another person's suicidal thoughts or feelings.
- One in 12 (8%) reported an immediate intention to suicide or that they were attempting suicide at the time of the call.

2.8.3 Self-injury

When counsellors record self-injury as a concern of a child or young person, they specify one of six subcategories of concern relating to self-injury. Figure 21 shows the frequency with which each subcategory was recorded when self-injury was recorded as a concern of the child or young person.

Figure 21. Subcategory of concern where self-injury identified as a concern of the child or young person – 2014 (N = 5,006)



* Percentages sum to more than 100% as more than one subcategory of self-injury concern may be identified per contact.

Key observations from the data include the following:

- The vast majority (78%) of counselling contacts concerned about self-injury were contacting for help to avoid acts of self-injury.
- One in eight (12%) were contacting to discuss their concern about another person's self-harming.

2.8.4 Child abuse

When counsellors record child abuse as a concern of a child or young person, they specify the type of child abuse or concern, namely:

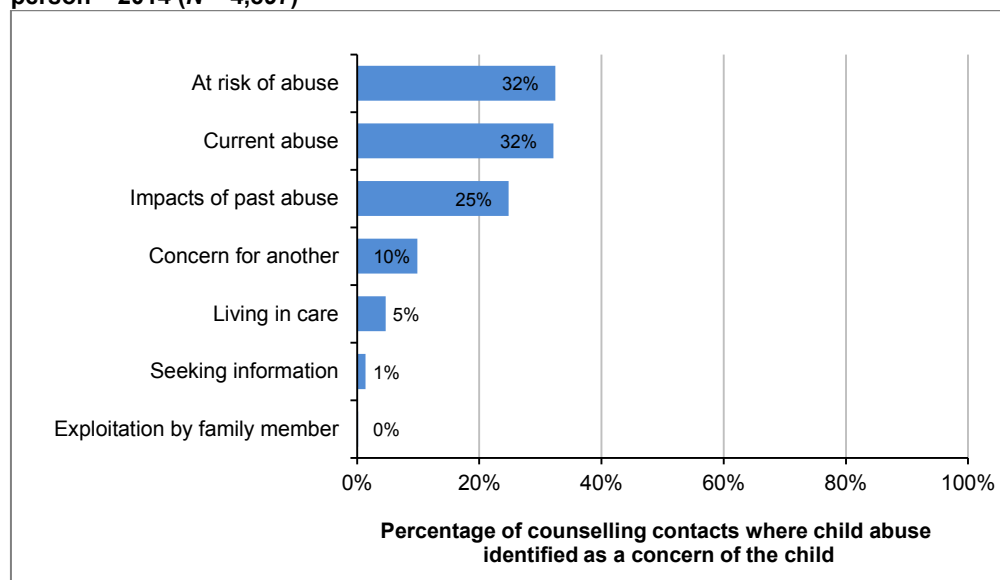
- physical abuse
- sexual abuse
- emotional abuse
- neglect
- exploitation by family member
- exposure to family violence, or
- living in care issues.

Each of these child abuse concerns has its own set of concern subcategories and counsellors identify one of these each time a type of child abuse concern is identified. A number of the subcategories are consistent across child abuse concern types and can be aggregated for analysis purposes. Figure 22 presents this aggregated data for subcategories of concern about child abuse when a type of child abuse or living in care issue was recorded as a concern of the child or young person.

Key observations from the data include the following:

- Close to two out of three contacts (64%) who were concerned about child abuse were contacting about current abuse or risk of abuse.
- One in four (25%) were contacting in relation to the impacts of past abuse.
- One in 10 (10%) were contacting with concern for another person experiencing or at risk of abuse.

Figure 22. Subcategory of concern where a form of child abuse identified as a concern of the child or young person – 2014 (N = 4,897)



* Percentages sum to more than 100% as more than one subcategory of child abuse concern may be identified per contact.

2.9 Counselling contacts identified as experiencing significant mental health issues

As noted in the previous section, Kids Helpline is frequently contacted for further information about problems being experienced by children and young people that are of contemporary social concern. Key amongst these are mental health disorders, suicide and deliberate self-injury. This section provides some insight into the prevalence of these three issues in the Kids Helpline population and how this prevalence trends over the short-term.

2.9.1 Current period

When a child or young person contacts Kids Helpline for counselling support, counsellors record whether or not they:

- have a mental health disorder (this includes clients known to be diagnosed with a mental health disorder AND those clients that do not yet have a diagnosis but are assessed by a Kids Helpline counsellor to be experiencing or describing symptoms indicative of a mental health disorder)
- have recently self-harmed³ (in the last few days or weeks) or are still struggling with the urge to injure themselves and are calling for support not to do it, and/or
- disclosed thoughts about killing themselves at the time of the contact.

These issues are recorded by counsellors in addition to the self-identified concerns of the child or young person. At times, children and young people experiencing these significant mental health issues will not identify them as their reasons for contacting, and yet these issues are important indicators of the child or young person's wellbeing and needs for support. This is why counsellors make these assessments wherever possible. Kids Helpline employs tertiary-qualified counsellors who have been trained in recognising the symptoms of common mental health disorders.

Counsellors record 'yes', 'no' or 'don't know' to each of these issues. Because it is not always possible or appropriate for counsellors to investigate these issues explicitly, a large proportion of 'don't know' responses are recorded (43% for mental health disorder, 46% for self-injury, and 37% for current thoughts of suicide in 2014). In terms of using this data for estimates of prevalence, it is important to not exclude the 'don't know' responses as missing data. A 'don't know' response implies there was no symptom presentation or disclosure by the child or young person and accordingly these responses are much more likely to equate to a 'no' assessment than a 'yes' assessment if data gathering were undertaken more explicitly and systematically. Consequently, the 'yes' responses as a proportion of all counselling contacts are a conservative estimate of prevalence of these issues amongst Kids Helpline contacts, particularly in relation to mental health disorders as these may or may not have current or obvious symptom presentations.

Table 12 summarises the number and percentage of counselling contacts in 2014 who were assessed as experiencing each of these issues. It also indicates the proportion who were assessed as experiencing at least one of these issues.

Key observations about prevalence of these issues can be summarised as follows:

- one out of every three counselling contacts (34%) was identified as experiencing a mental health disorder
- one in five (19%) were identified as currently engaging in or struggling with self-injury issues
- one in eight (13%) were identified as currently experiencing thoughts of suicide, and

³ Kids Helpline defines self-injury as deliberate, non-life-threatening, self-effected bodily harm with the intent to cause physical harm to oneself in ways that are not intended to end one's life. This could include cutting, hitting a part of the body on a hard surface, punching, hitting or slapping oneself, burning skin, biting or overdosing on substances believed to be non-lethal. Self-injury *does not include*: deep slashing, self-poisoning or overdoses of substances believed by the young person as likely to be fatal, suicide attempts, deliberate car crashing, ear or nose piercing, professional tattooing, nail-biting, head-shaving, intentional harm to emotions or feelings, or starving oneself, such as in relation to an eating disorder. Kids Helpline recognises that self-injury is different from suicidal behaviour, but some young people who self-injure are also suicidal or can become suicidal.

- two out of every five counselling contacts (42%) were experiencing at least one of these issues.

Table 12. Kids Helpline counselling contacts aged 5-25 years assessed by counsellors as experiencing particular issues – 2014

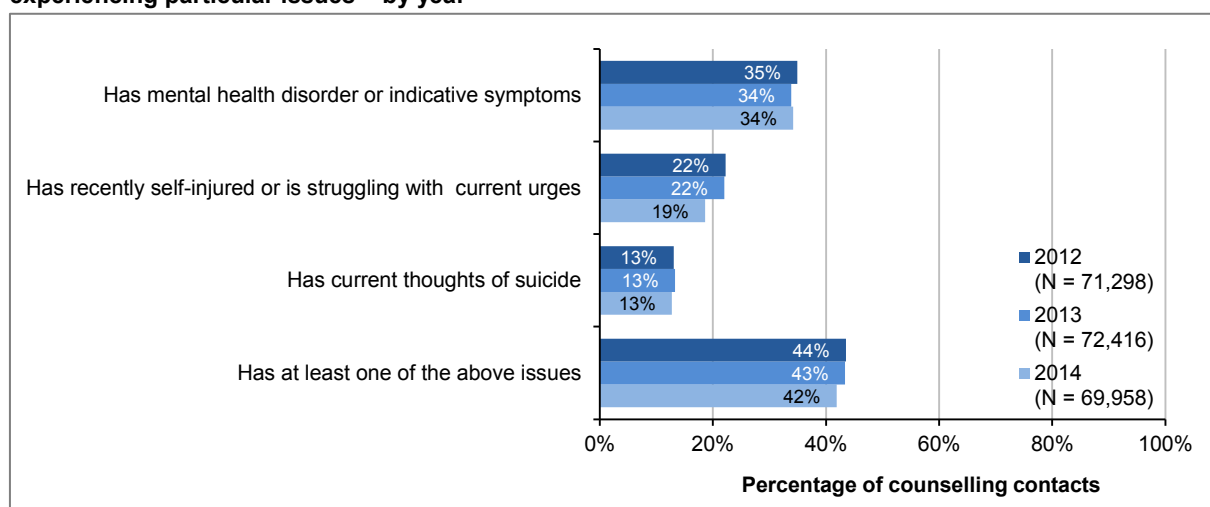
Issue being experienced by child or young person as assessed by counsellor	<i>n</i>	% of counselling contacts (N = 69,959)
Has mental health disorder		
	23,943	34%
Has current difficulties with self-injury		
	13,028	19%
Has current thoughts of suicide		
	8,931	13%
At least one of the above issues		
	29,301	42%

2.9.2 Trend analysis

Figure 23 presents a three year trend analysis of the proportional frequency with which these problems were assessed by counsellors amongst counselling contacts.

The key observation to be noted from Figure 23 is that the proportion of counselling contacts experiencing each of these issues, and the proportion experiencing at least one of these issues, has remained highly consistent over the short-term.

Figure 23. Percentage of Kids Helpline counselling contacts aged 5-25 years identified by counsellors as experiencing particular issues – by year



3. Kids Helpline website

In addition to its counselling service, Kids Helpline operates a website for self-directed help-seeking by children, young people and adults. The self-help resources provided on the website, and in particular the 'Hot Topics' pages for 'kids', 'teens' and 'grownups', have been developed by clinical staff and researchers. They are intended to provide information and strategies to assist users in responding to common issues and concerns.

Understanding patterns in website use and demand are important in terms of continuing to develop this aspect of the service and to ensure that the materials provided are being engaged with. This chapter first considers demand for various types of self-help resources and then considers the key issues or topics that appear to be of interest to website visitors.

3.1 Service demand

Table 13 presents various measures of website demand and compares these over a three year period to identify changes in demand over time for particular web resources.

Table 13. Kids Helpline website (www.kidshelp.com.au) demand – by year

Measure of demand	2012	2013	2014	% change 2012-2014
Sessions				
	548,904	717,138	833,342	+52%
Unique visitors				
	399,214	534,377	648,343	+62%
Page views (all pages)				
	2,220,729	2,645,463	2,747,033	+24%
Page views of 'Hot Topics'				
Hot Topics for Kids	22,668	33,344	41,980	+85%
Hot Topics for Teens	121,854	174,297	258,269	+112%
Hot Topics for Grownups	97,994	127,987	180,102	+84%
Total Hot Topic page views	242,516	335,628	480,351	+98%
Page views of 'Your Stories'				
	107,639**	124,044	114,335	+6%
Uses of 'Search for a Service' function				
	6,758**	5,760	6,175	-9%

* Data courtesy of Google Analytics.

** Google Analytics generated figure on the basis of a sample of 91% of sessions in 2012.

Key observations from the data in Table 13 include the following:

- *Rapid and substantial growth in website use.* There has been a substantial increase in web sessions and unique visitors to the site over the last three years.
- *Demand has not grown equally for all self-help resources.* While overall page views have increased by 24% over the last three years, page views of Hot Topics have grown by 98% overall. Views of Teens Hot Topics have grown the most with an increase of 112% over the period. During the same time, page views of children and young people's self-submitted stories have remained relatively constant (6% increase) and there has been a slight proportional decrease in the use of Kids Helpline's Search for a Service function (9% decrease).

3.2 Key issues of interest to website visitors

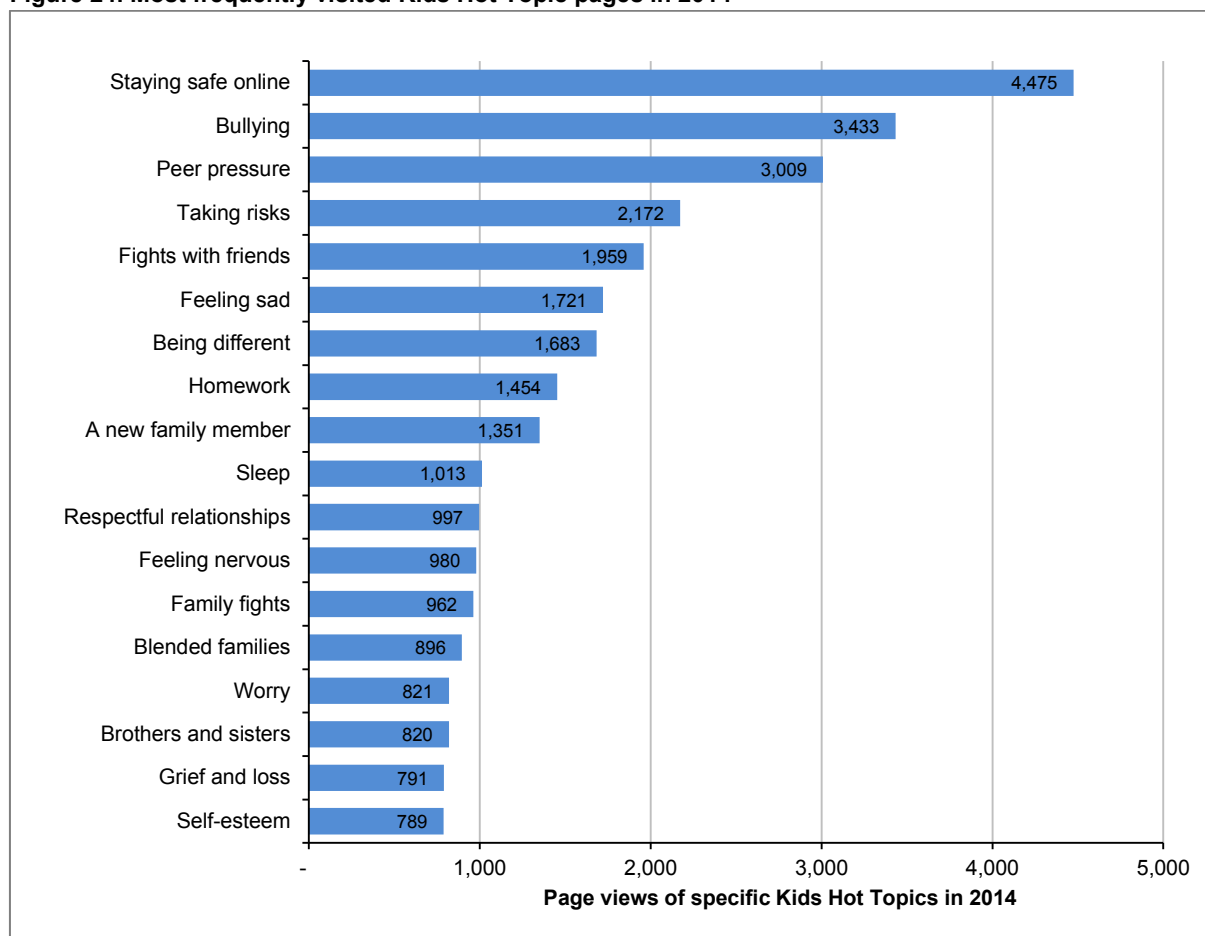
3.2.1 Children

During 2014, there were 44 Hot Topics on the Kids Helpline website targeted at children. Figure 24 shows the frequency with which the 18 most popular of these resources were accessed.

Key observations from the data in this figure include the following:

- More than one third (36%) of all Kids Hot Topic page views were in relation to five topics – staying safe online, bullying, peer pressure, taking risks and fights with friends.
- The relatively high level of concern in this age group regarding bullying and relationships with friends and peers mirrors the concerns of Kids Helpline counselling contacts aged 5-12 years (see Figures 12 and 13).

Figure 24. Most frequently visited Kids Hot Topic pages in 2014



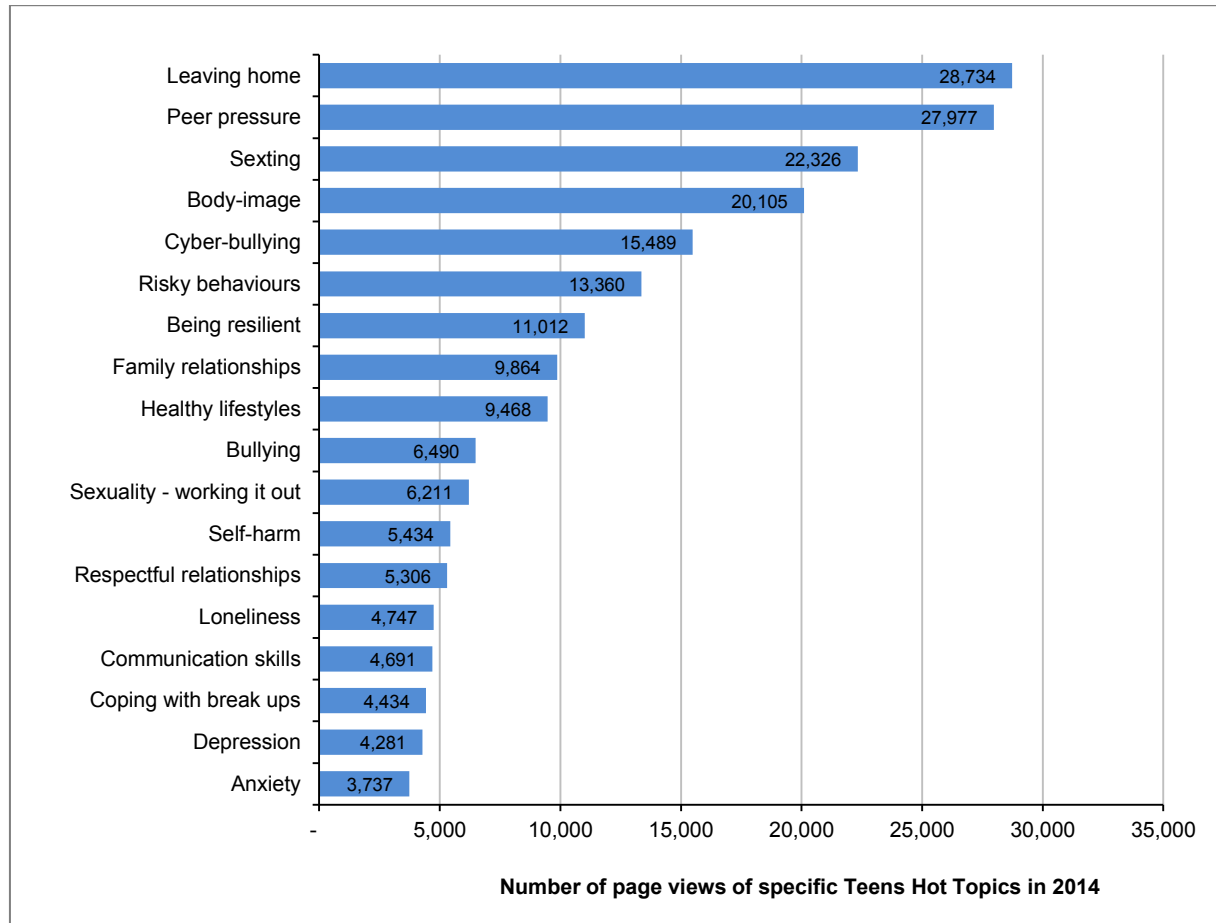
* Total Kids Hot Topic page views in 2014 = 41,980.

3.2.2 Young people

During 2014, there were 45 Hot Topics targeted at teenagers. Figure 25 shows the frequency with which the 18 most popular of these resources were accessed.

Key observations include 44% of all Teens Hot Topic page views were in relation to five topics – leaving home, peer pressure, sexting, body image, and cyber-bullying.

Figure 25. Most frequently visited Teens Hot Topic pages in 2014



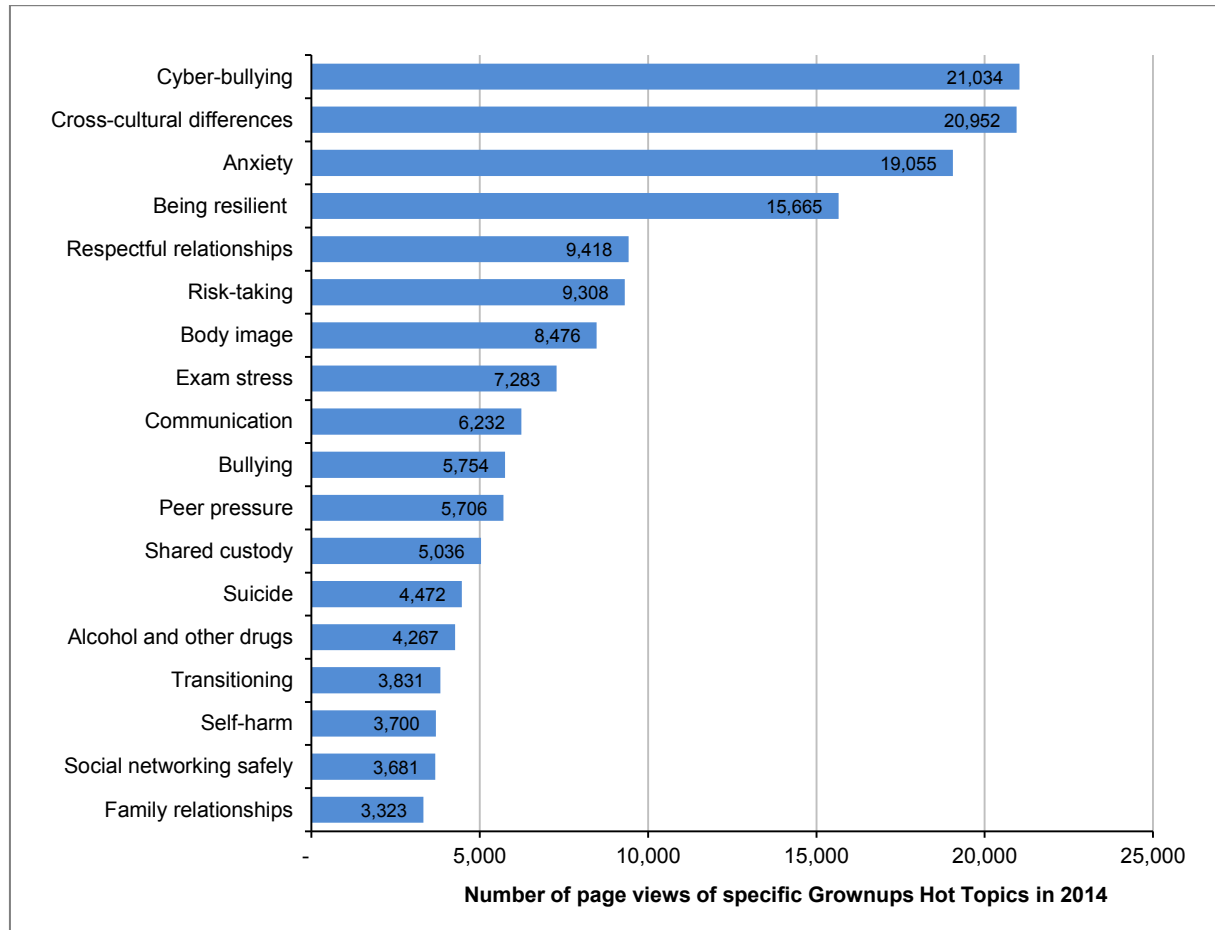
* Total Teens Hot Topic page views in 2014 = 258,269.

3.2.3 Adults

During 2014, there were 41 Hot Topics targeted at adults – primarily parents, guardians, teachers and other significant adults in children’s lives. Figure 26 shows the frequency with which the 18 most popular of these resources were accessed.

Key observations include half (48%) of all Grownup Hot Topic page views were in relation to five topics – cyber-bullying, cross-cultural differences, anxiety, being resilient, and respectful relationships.

Figure 26. Most frequently visited Grownups Hot Topic pages in 2014



* Total Grownups Hot Topic page views in 2014 = 180,102.

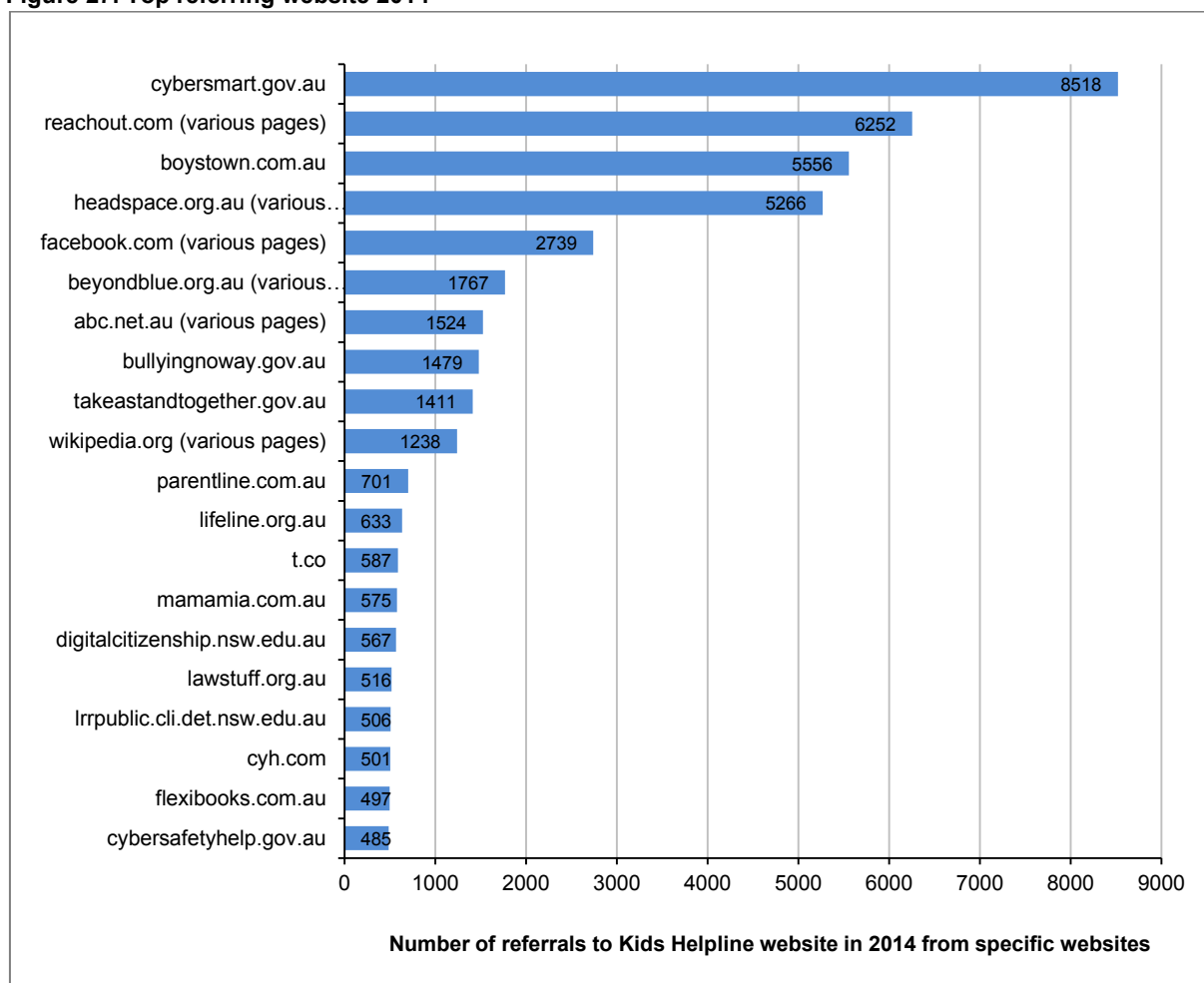
3.3 Top referring agencies to Kids Helpline website

Understanding the pathways by which web visitors find and access the site is also important for responding effectively to their interests and needs. Figure 27 shows the websites that most frequently referred people to the Kids Helpline website during 2014.

Key observations include:

- The Australian Government's Cybersmart website was the top referring website with over 8,500 referrals to Kids Helpline website in 2014.
- Close to 4,000 referrals came from other cyber-safety and anti-bullying websites (i.e. Bullying No Way, Take a Stand Together, Digital Citizenship, Cybersafety Help).
- The number of cyber-safety and anti-bullying referrals, and the frequency with which Kids Helpline web visitors consult Hot Topics on cyber-issues (online safety, sexting, cyber-bullying, etc.) and bullying suggest that these are key contemporary concerns of young Australians and those responsible for their care.
- Over 14,000 referrals came from youth and generalist mental health and counselling websites (i.e. ReachOut, headspace, Beyond Blue, Lifeline, Child and Youth Health).
- The number of mental health and counselling website referrals, and the frequency with which Kids Helpline web visitors consult Hot Topics on a range of mental health issues (anxiety, depression, body image, resilience, loneliness, self-harm, suicide, etc.) suggest that this is a key area of contemporary concern to young Australian and those responsible for their care.

Figure 27. Top referring website 2014



* Excludes referrals from search engines and Kids Helpline website.

4. Kids Helpline @ School

4.1 What is Kids Helpline @ School?

Kids Helpline @ School is an early intervention and prevention program for primary school-aged children. Funded by Optus, the program offers primary schools a professional counsellor-facilitated classroom session via video technology to discuss topics impacting on the lives of students. Sessions have been developed around the most common issues for which primary school students seek information or help through the Kids Helpline counselling and support service. These include bullying, difficulty making and maintaining friendships and emotional wellbeing.

Sessions are designed to raise awareness of and encourage discussions about issues related to mental health and wellbeing, and to increase children's mental health literacy, help-seeking behaviours, resilience, coping strategies, and knowledge of sources of help such as Kids Helpline.

The program commenced in June 2013. This chapter of the report describes the main activities and outputs of the program in the 2014 calendar year and key findings of an evaluation study completed in 2014 in relation to the first 12 months of the program's operation.

4.2 Key program activities and outputs for 2014

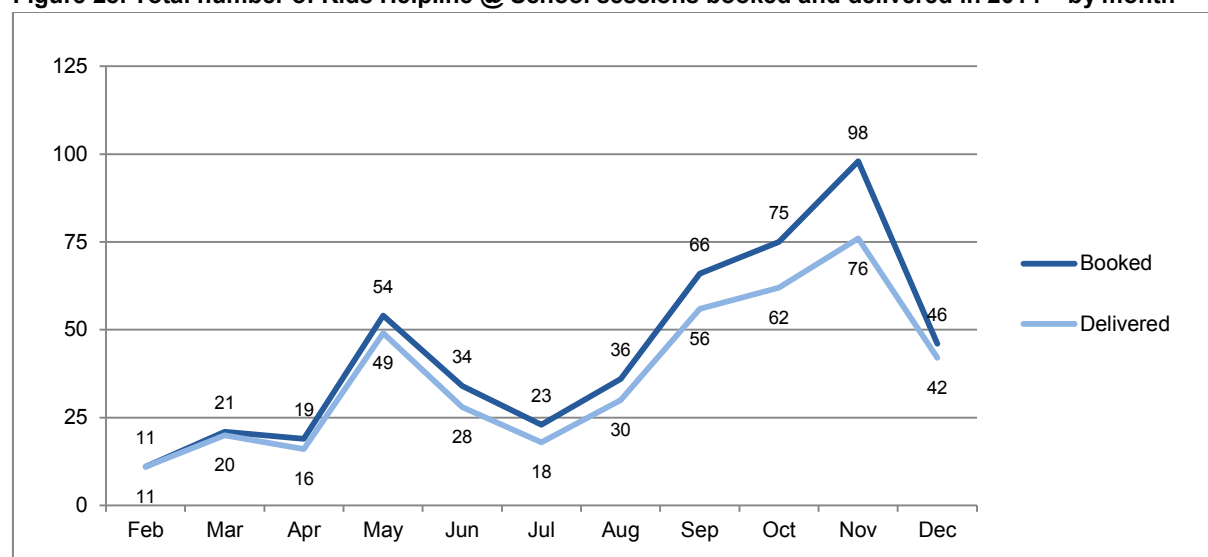
4.2.1 Sessions booked and delivered and participants involved

In 2014, 162 schools used the Kids Helpline @ School website to book 483 sessions between February and December 2014 (Figure 28). Of these, 146 schools completed 408 sessions. Seventy-five sessions were cancelled for reasons ranging from teacher illness and conflicting student schedules to technology faults, school firewalls and 'over-bookings'. The majority of sessions cancelled were subsequently rebooked and completed.

There were no sessions booked or held during January 2014 due to school holidays. Other months affected by school holidays in 2014 were April, July, September, October and December.

In total, 11,207 primary school students participated in sessions, well in excess of the program target for 2014 of 5,000 students.

Figure 28. Total number of Kids Helpline @ School sessions booked and delivered in 2014 – by month



4.2.2 Topics of discussion

In 2014, sessions were conducted on 12 different topics. Table 14 shows the number and percentage of participants in 2014 who participated in sessions on each topic and the number of sessions held on each topic. The topic most frequently requested by teachers for discussion was *transition to high school* with the majority of these sessions held during November/December 2014. *Friendship* and *developing resilience* were the next two most commonly facilitated sessions.

Table 14. Number of Kids Helpline @ School participants and sessions by session topic – 2014

Topic	Number of booked participants	% of total booked participants	Number of sessions held
Transition to high school	2,340	21%	83
Friendship	1,853	17%	68
Developing resilience	1,403	13%	49
Bullying	1,231	11%	45
Staying safe online	794	7%	30
Introduction to Kids Helpline	782	7%	30
Cyber bullying	742	7%	28
Coping with change at school	565	5%	21
Worry	542	5%	19
Feeling sad	366	3%	14
Being a school leader	340	3%	12
Family arguments	249	2%	9
TOTAL	11,207	100%	408

4.2.3 Geographical reach

The majority of schools participating in the program during 2014 were in Victoria and New South Wales, comprising 63% of all schools using the service (Figure 29). These states also held the largest number of sessions with 65% of the total number of sessions held. South Australian schools participated at higher rates than the national average of 2.8 sessions per school with a rate of 5.8 sessions per school.

Figure 29. Number of Kids Helpline @ School participating schools and sessions by state – 2014

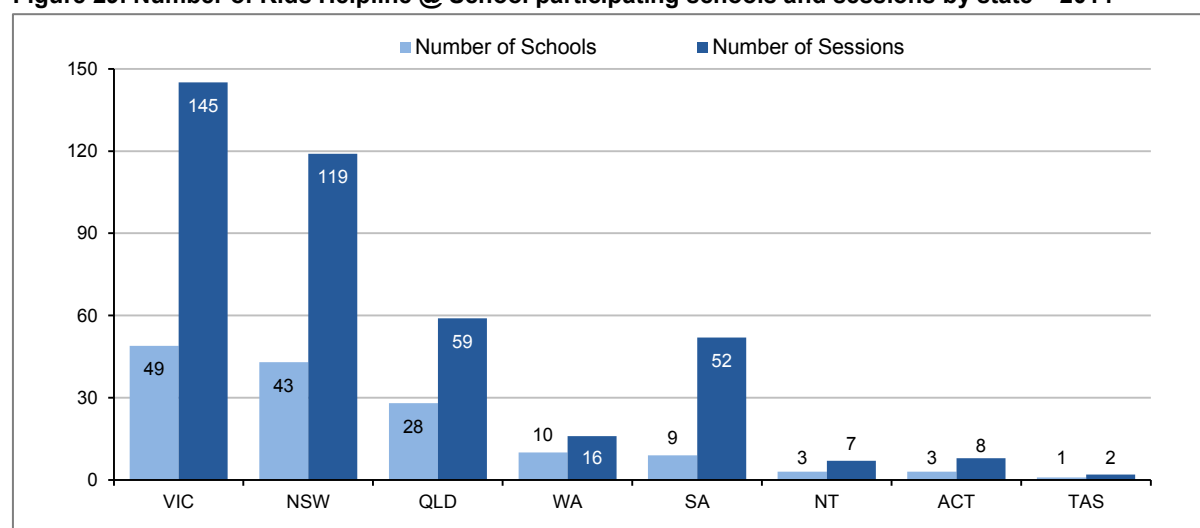
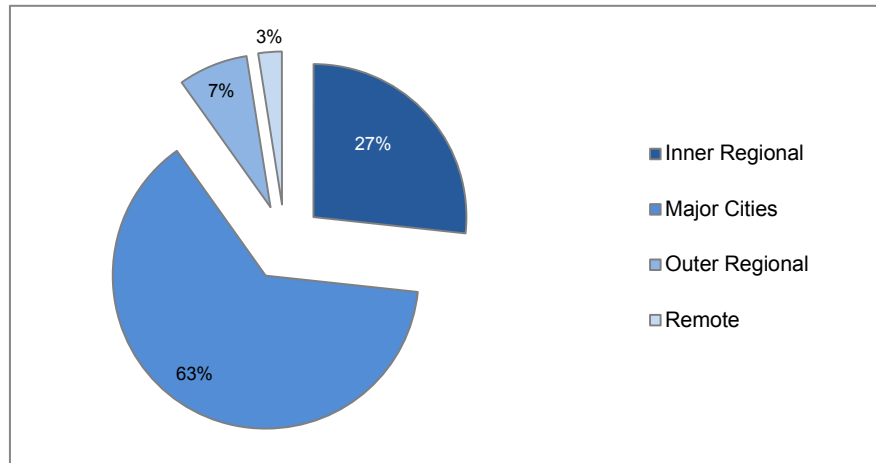


Figure 30 shows the proportion of participating schools by remoteness classification. Close to two-thirds (63%) were situated in Major Cities, while 10% were based in Outer Regional or Remote locations.

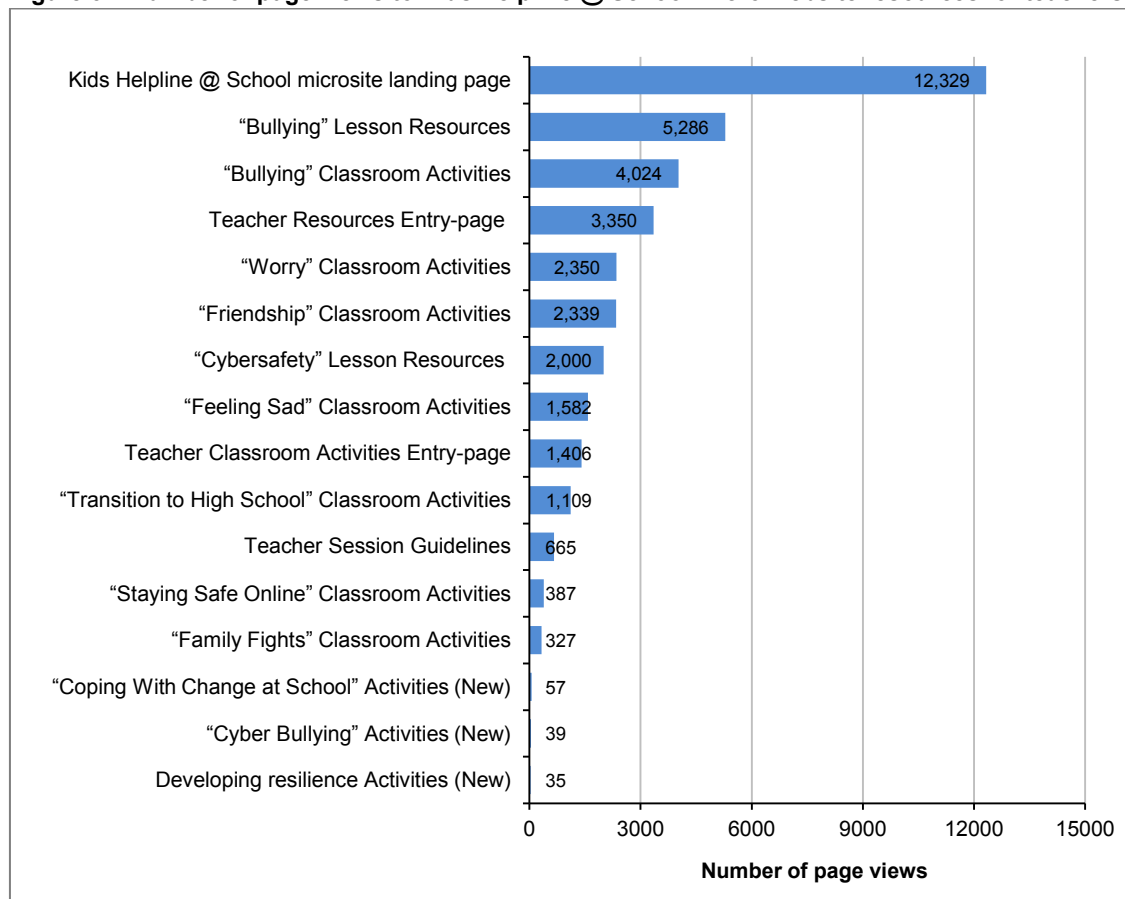
Figure 30. Proportion of Kids Helpline @ School participating schools in 2014 by remoteness classification (N = 146)



4.2.4 Use of teacher resource materials

Teachers made substantial use during 2014 of educational material uploaded to the Kids Helpline @ School micro-website. During this period there were 12,329 views of the Kids Helpline @ School microsite landing page. Figure 31 shows the number of views of pages containing specific information/educational material made available to teachers to support their participation in the Kids Helpline @ School program.

Figure 31. Number of page views to Kids Helpline @ School micro-website resources for teachers



4.3 Evaluation of impact

4.3.1 Year 1 Evaluation

BoysTown's Strategy and Research unit designed an evaluation study to measure the program quality of Kids Helpline @ School and its impact on teachers and students. The study commenced in October 2013 and continued until May 2014. Data were collected from teachers and student participants using a mix of qualitative and quantitative survey methods. Contextual information was gathered from Kids Helpline clinical and operational support staff. Additional data were collected using the Kids Helpline @ School micro-website database reporting tools and Google Analytics reports.

BoysTown released the evaluation report in August 2014⁴. The evaluation found the Kids Helpline @ School program to be highly successful in achieving its objectives and recommended the continuation of funding to support this innovative model of delivering mental health promotion and early intervention services to young Australians.

In particular, the evaluation found the program:

- increased awareness among teachers about mental health and wellbeing issues affecting primary school students, with 95% of teachers reporting a consolidation or increase in their mental health literacy
- increased awareness among students about mental health and wellbeing issues, with 75% of Grades 4-7 students able to recall information about the topic discussed
- increased student awareness of help-seeking behaviours, with 89% of Grades 4-7 students reporting they knew where to go for help following their session
- increased student awareness of the existence of Kids Helpline, with 67% of Grades 1-3 and 36% of Grades 4-7 students reporting no prior knowledge of the service
- improved student awareness of how to contact Kids Helpline, with 80% of Grades 4-7 able to recall the phone number and 70% able to recall the website address after the session
- increased the likelihood of students engaging in help-seeking behaviours, with 98% of Grade 1-3 able to identify at least one source of help available to them and 81% of Grades 4-7 reporting they would or might contact Kids Helpline if they had a problem. In addition, 96% of Grades 4-7 students would consider recommending a friend to contact the service, and
- led to behavioural and emotional changes in students, with teachers reporting observations of children incorporating new wellbeing skills into daily behaviours and children self-reporting improved emotional wellbeing.

4.3.2 Year 2 Evaluation

Kids Helpline @ School is currently undertaking a second impact study with students and teachers participating in the program, with results to be reported in December 2015. Data analysis will include comparison of the results of repeated measures against those achieved in 2014.

Teachers' preliminary feedback on the program's impact and rates of satisfaction during the first part of Year 2 show encouraging results. From a sample of 69 teachers, 99% report both an intention to book another session and to recommend the program to other teachers or schools.

⁴ Full report available from Kids Helpline @ School micro-site - <http://www.kidshelp.com.au/upload/22969.pdf>.

5. Kids Helpline 2014 client satisfaction and outcome survey

BoysTown believes that service users provide an essential perspective in evaluating the quality and effectiveness of Kids Helpline services. One way that BoysTown engages the views of service users is through an annual client satisfaction and outcome survey. This chapter of the report provides a brief summary of some of the key findings of the 2014 survey. A more comprehensive report of findings, including qualitative feedback from service users, will be available later in 2015.

5.1 Objectives

The primary objectives of the Kids Helpline annual client satisfaction and outcome survey are to:

- gauge the satisfaction of children and young people who use the Kids Helpline counselling and support service and/or Kids Helpline website, and
- gain feedback about the service including the impact service users perceive the service has had on them.

This information is collected both to inform ongoing service development and for the purpose of reporting to funding bodies and sponsors.

5.2 Methodology

A brief online survey, comprising a combination of open response and fixed response items, was conducted over a three-month period (November 2014 to January 2015 inclusive). The survey was open to any individual who had accessed the Kids Helpline counselling and support service or visited the Kids Helpline website within the last 12 months.

A hyperlink to the survey entitled 'Have Your Say' was placed on the front page of both the Kids' and Teens' web portals. In addition, the survey was promoted to potential respondents through invitations to participate included in:

- the final exchange of web counselling sessions
- the concluding email of email counselling sessions
- the phone call wait message for children and young people waiting to speak to a counsellor (this was active for the last three weeks of the data collection period)
- the closing statement of counsellors to children and young people who participated in phone counselling (this was at the counsellor's discretion, however), and
- two posts on the Kids Helpline Facebook page during the data collection period.

5.3 Key findings

5.3.1 Sample

A total of 635 children and young people responded to the survey. Table 15 provides a summary of the demographic characteristics of respondents. It also compares respondents' characteristics with the characteristics of Kids Helpline counselling and support service contacts aged 5 to 25 years in 2014.

Key observations from the data include the following:

- *Gender.* The vast majority of survey respondents were female (86%). Survey respondents were more likely to be female than were counselling and support service contacts in 2014 (74%).
- *Age.* While survey respondents spanned the full age range serviced by the counselling and support service and website, 85% were aged between 10 and 18 years, while only 64% of counselling and support contacts in 2014 were concentrated in these age ranges.
- *Cultural background.* Aboriginal and/or Torres Strait Islanders were represented in the survey sample in proportion to counselling and support service contacts in 2014 (3%);

however, those from CALD backgrounds were comparatively under-represented (15% c.f. 32%) and those from non-ATSI/CALD backgrounds were comparatively over-represented (82% c.f. 66%)

- *Location.* Survey respondents were represented from every state and territory roughly in proportion to the state breakdown for counselling and support service contacts in 2014.

Table 15. Characteristics of 2014 Kids Helpline client satisfaction and outcome survey respondents compared with Kids Helpline Counselling Service contacts in 2014

Respondent characteristics		2014 KHL client satisfaction and outcome survey respondents (n = 635)		2014 KHL counselling & support service contacts 5-25 years (N = 209,004)	
		n	col. %	n	col. %
Gender					
	Female	543	86%	98,552	74%
	Male	75	12%	34,143	26%
	Intersex, trans or gender diverse**	14	2%	-	-
	Total	632	100%	132,695	100%
	Unknown	3		76,309	
Age group					
	5-9 years	5	0%	2,620	2%
	10-14 years	220	36%	25,748	24%
	15-18 years	300	49%	43,323	40%
	19-25 years	88	14%	35,777	33%
	26 +	2	0%	-	-
	Total	615	100%	107,468	100%
	<26 but age unknown	20		101,536	
Cultural background					
	Aboriginal &/or TSI	19	3%	1,443	3%
	CALD	94	15%	16,699	32%
	Neither ATSI nor CALD	513	82%	34,453	66%
	Total	626	100%	52,595	100%
	Unknown	9		156,409	
State					
	ACT	15	2%	2,397	1%
	NSW	200	32%	68,674	36%
	NT	6	1%	881	0%
	QLD	117	19%	37,973	20%
	SA	40	6%	14,372	7%
	TAS	18	3%	3,799	2%
	VIC	191	31%	48,950	26%
	WA	38	6%	14,627	8%
	Total	625	100%	191,673	100%
	Unknown	10		17,331	

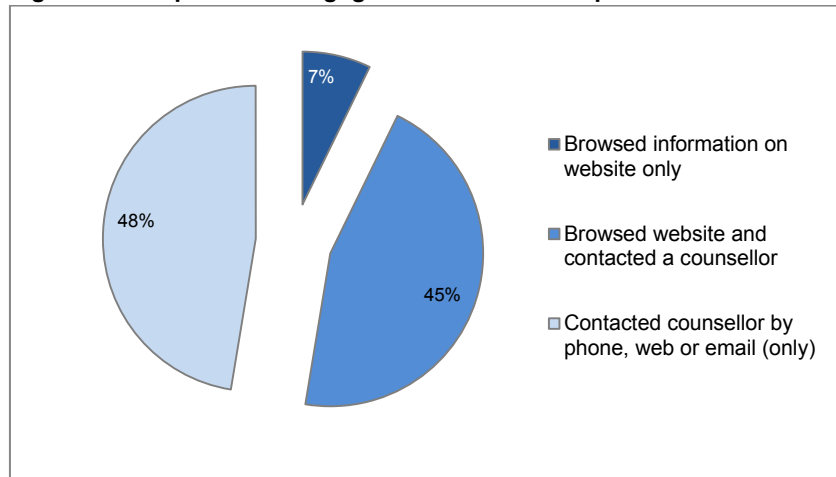
* Where column percentages sum to more or less than 100%, this is due to rounding.

** Alternative gender category was not available prior to January 2015 for Kids Helpline counselling and support service contact records.

5.3.2 Type of engagement with Kids Helpline in last 12 months

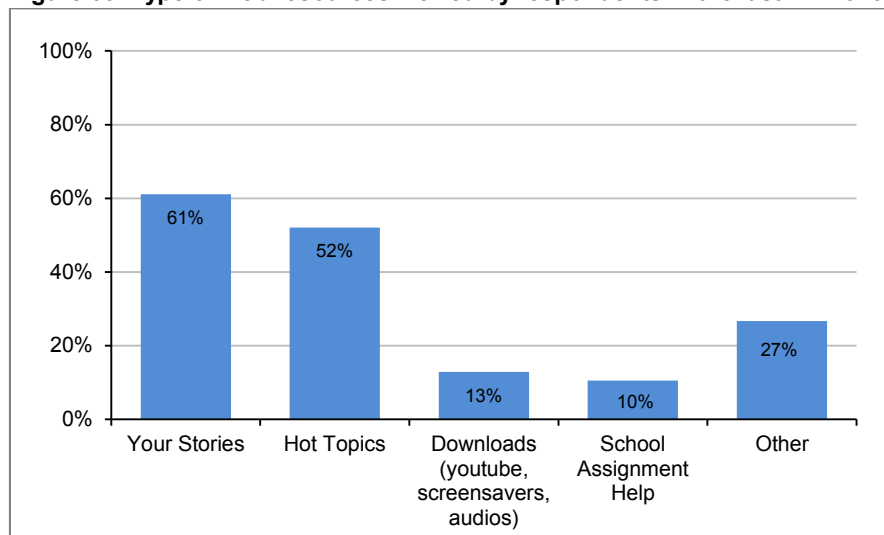
Survey respondents were asked about their engagement with the Kids Helpline counselling and support service and website over the last 12 months. Figure 32 shows that roughly half of respondents (48%) had only contacted the counselling and support service while most of the other half (45%) had contacted both the counselling and support service and the website. A small proportion (7%) had only visited or browsed the website. A total of 588 respondents (93%) had contacted the counselling and support service and 334 respondents (53%) had visited or browsed the website.

Figure 32. Respondents' engagement with Kids Helpline in last 12 months ($n = 635$)



Those who had accessed the website ($n = 334$) were asked which types of information on the site they had viewed. Figure 33 summarises young people's responses. The most popular type of information reported were young people self-submitted stories, viewed by three out of five (61%) respondents. Hot Topics pages were viewed by just over half those who reported visiting the website (52%).

Figure 33. Type of web resources viewed by respondents in the last 12 months ($n = 334$)



* Percentages sum to more than 100% due to multiple responses.

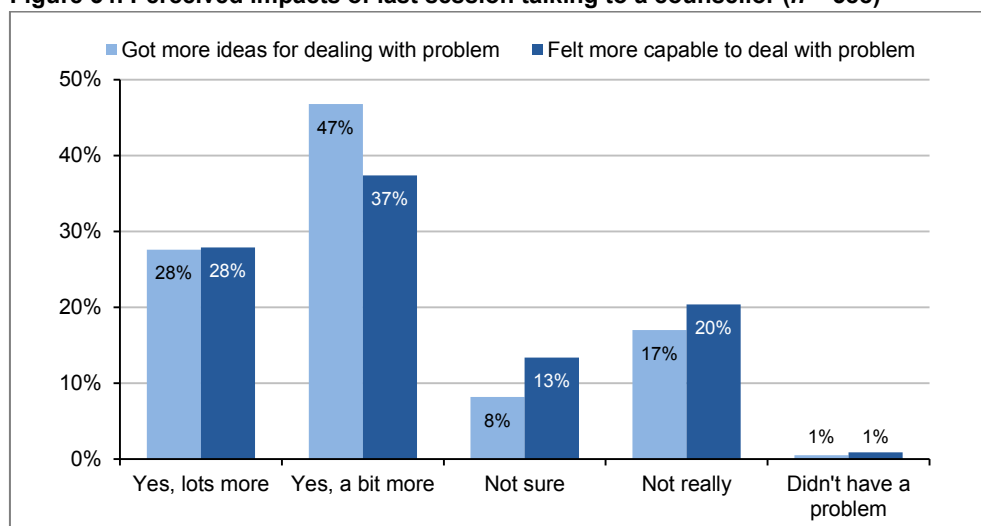
5.3.3 Perceived impact of Kids Helpline counselling and support service

Respondents who reported contacting the counselling and support service ($n = 588$) were asked two questions to gauge the effectiveness of the support provided:

- Last time you spoke to a counsellor (by phone, email or web) did you get ideas for how to deal with your problems?
- After you last spoke to a counsellor (by phone, email or web) did you feel more capable of dealing with your problems than before?

Figure 34 summarises respondents' answers to these questions. Three out of four respondents (74%) reported having more ideas for dealing with their problems after speaking to a counsellor and two out of three (65%) felt more capable of dealing with their problems.

Figure 34. Perceived impacts of last session talking to a counsellor (*n* = 588)



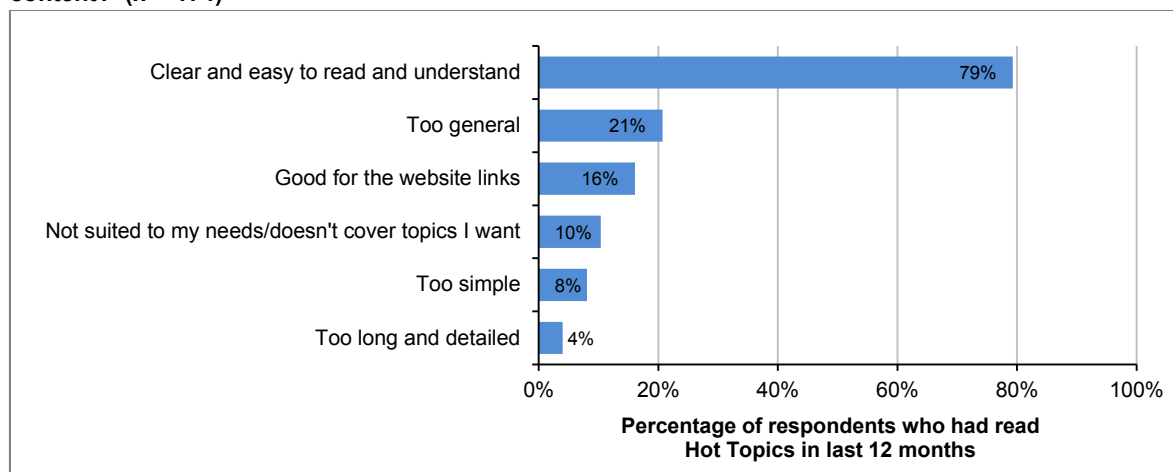
* Where percentages sum to more or less than 100%, this is due to rounding.

5.3.4 Perceived usefulness and impact of Hot Topics

Respondents who reported having read Hot Topics on the website in the last 12 months (*n* = 174) were asked for their feedback on the usefulness of the material presented or how well the material suited their needs.

Figure 35 summarises responses received. Four out of five respondents (79%) rated Hot Topics as clear and readable, and one in six (16%) found them useful for the web links included at the end of topic. One in five (21%), however, found Hot Topics too general and one in 12 (8%) thought they were too simple.

Figure 35. Perceived usefulness of Hot Topics – ‘Last time you read a Hot Topic, how did you find the content?’ (*n* = 174)



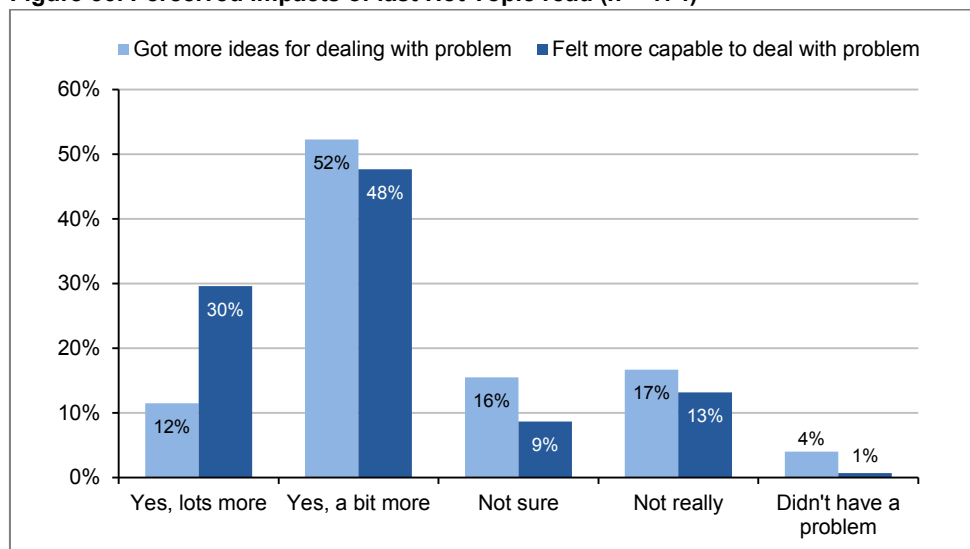
* Percentages sum to more than 100% due to multiple responses.

Respondents who reported having read Hot Topics on the website in the last 12 months (*n* = 174) were asked two questions to gauge the impact of the support provided:

- Last time you read a Hot Topic did you get ideas for how to deal with your problems?
- After you last read a Hot Topic did you feel more capable of dealing with your problems than before?

Figure 36 summarises respondents' answers to these questions. Almost two out of three respondents (64%) reported having more ideas for dealing with their problems after reading a Hot Topic and more than three out of four (77%) felt more capable of dealing with their problems.

Figure 36. Perceived impacts of last Hot Topic read (n = 174)



* Where percentages sum to more or less than 100%, this is due to rounding.

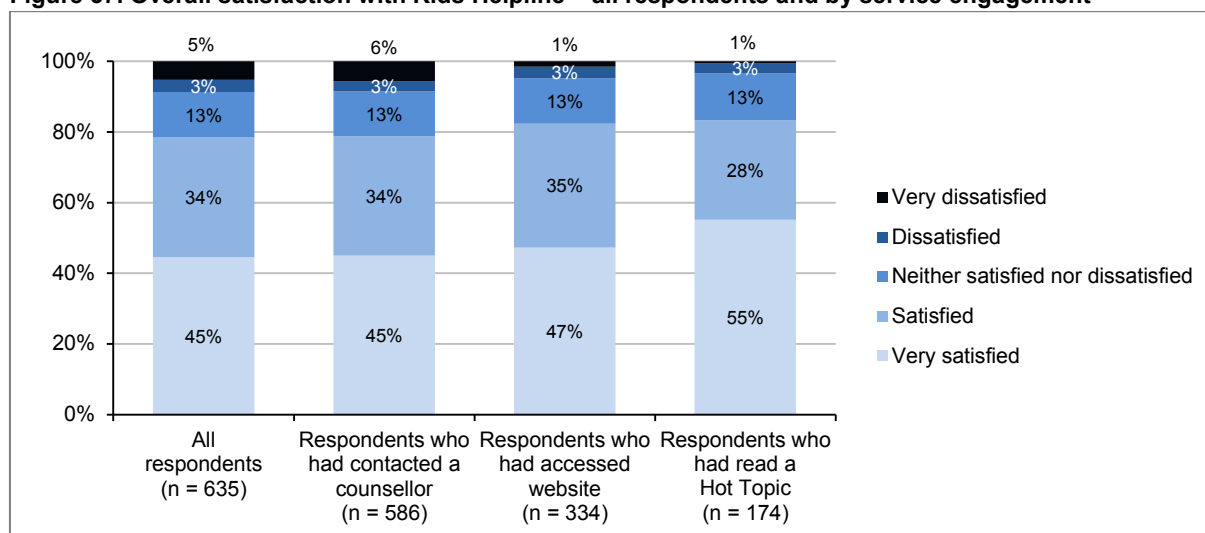
5.3.5 Overall satisfaction

To gauge overall satisfaction with Kids Helpline, respondents were asked two questions:

- How satisfied are you with Kids Helpline? (five-point response scale)
- Would you recommend Kids Helpline to a friend? (yes/no)

A total of 572 respondents (90%) said they would recommend Kids Helpline to a friend. Figure 37 shows young people's responses to the five-point satisfaction question based on the kind of engagement they reported having with Kids Helpline in the last 12 months. Across all respondents 78% reported that they were either satisfied or very satisfied with Kids Helpline, while 8% indicated they were either dissatisfied or very dissatisfied with Kids Helpline.

Figure 37. Overall satisfaction with Kids Helpline – all respondents and by service engagement



* Where percentages sum to more or less than 100%, this is due to rounding.

6. Conclusion

This report has provided a comprehensive statistical overview of the activities of Kids Helpline during 2014, presenting a wide range of information about services delivered, demand for services, client needs and characteristics, and client satisfaction and perception of service impact. It has also provided short-term trend analysis on a number of measures to help identify emerging issues in service demand and delivery.

This concluding section:

- draws together key themes from the data
- highlights other publications in the series that may be of interest to readers, and
- invites readers to assist Kids Helpline to continue and extend the critical support it provides to vulnerable young Australians.

6.1 Key themes from the data

Theme 1 Significant shifts underway in the nature of children and young people's help-seeking

The data presented in this report suggest that in a relatively short period there have been a number of significant shifts in the demand for and delivery of Kids Helpline services to children and young people across Australia. These shifts can be categorised as follows:

- *Children and young people's preferences for receiving information-based support would appear to be shifting away from in-person delivery to web provision.*
 - Over just three years, there has been a reduction of 7% in the proportion of Kids Helpline counselling and support service contacts requiring information, referral and other non-counselling types of support. In raw numbers, this is a reduction of 67,095 contacts seeking information, referral or other non-counselling support.
 - Over the same period, there has been an increase of 62% in the number of unique visitors to the Kids Helpline website. In raw numbers, this is an increase of just under 250,000 unique visitors annually. Annual page views of 'Hot Topics' for teens have more than doubled during this period, from 121,854 to 258,269 and page views of Hot Topics for kids, have increased by 85%, from 22,668 to 41,980.
 - This shift undoubtedly mirrors broader social changes underway with the growth of the internet as a source of information for a broad range of help-seeking.
- *There is a gradual but steady shift in children and young people's medium-of-preference for contacting a counsellor – away from telephone towards web and away from landlines to mobile phones.*
 - While phone remains the preferred medium of contact for the vast majority of children and young people contacting the counselling and support service, the proportion of phone contacts has steadily decreased from 87% in 2012 to 81% in 2014.
 - During the same period, the proportion of web contacts has increased from 4% to 10%. The proportion of counselling contacts engaging a counsellor via web increased from 13% in 2012 to 20% in 2014. In fact, every subgroup of the Kids Helpline population analysed (i.e. both genders, all age groups, contacts from all remoteness categories, both counselling and non-counselling contacts, etc.), with the exception of Aboriginal and/or Torres Strait Islanders, were observed to increase their preference for web engagement while reducing their preference for either phone or email contact or both.
 - During this period, the proportion of phone attempts from mobile phones compared with landlines continued to increase (from 71% of phone contacts in 2012 to 75% in 2014).
 - These shifts most likely reflect growing levels of mobile and web social communication and interaction in the population and particularly amongst children and young people

growing up in the current technological environment. If this is the case, in all likelihood, the observed trends will continue over the coming years.

- *The intensity of support required by those contacting the counselling and support service is increasing on average.*
 - With the gradual shift away from using the counselling and support service for general information and referral, the proportion of contacts approaching the service for counselling support – the more intensive kind of support provided by the service – has increased, from 26% of all contacts in 2012 to 33% of all contacts in 2014.
 - The proportional increase in counselling contacts and contacts engaging via the medium of web has increased the average session length for phone and web contacts by 29% between 2012 to 2014, impacting on overall service capacity.
 - A consistent but sizeable proportion of Kids Helpline counselling contacts are assessed by counsellors to be experiencing mental health disorders (34% in 2014), current difficulties with self-injury (19%), current thoughts of suicide (13%) or at least one of these issues (42%). While these proportions have remained constant over the last three years, the proportion of all contacts assessed to be experiencing each of these issues or at least one of these issues has increased because counselling contacts comprise a larger relative proportion of all contacts. On average, counsellors are providing support to children and young people with these serious mental health issues proportionally more often.
 - The number of attempts by Kids Helpline counsellors to involve external agencies in providing holistic care and support to children and young people contacting the service has more than doubled in the last three years (from 1,108 in 2012 to 2,395 in 2014). This includes an increase of 121% in Duty of Care interventions – attempts to contact external agencies to protect a child or young person experiencing significant harm or at imminent risk of significant harm (from 741 in 2012 to 1,640 in 2014).
- *There would appear to be considerable unmet demand for early intervention and prevention programs for children and young people in relation to mental health.*
 - Kids Helpline, in partnership with its key corporate sponsor Optus, is increasing its focus on early intervention and prevention through a substantial expansion of its Kids Helpline @ School initiative.
 - In 2014, the first full calendar year of the program's operation, 11,207 primary school students from 146 schools participated in a total of 408 classroom sessions with a Kids Helpline counsellor with the objectives of building children's mental health literacy, resilience and capacity to seek help when required.
 - This is more than double the program target for the period (5,000 participants) and potentially reflects considerable unmet demand for such services.

Theme 2 Rich and complex insights into the contemporary help-seeking concerns of children and young people

This report summarises data in relation to the help-seeking needs and concerns of Kids Helpline contacts (non-counselling contacts in section 2.3 and counselling contacts in sections 2.5 and 2.6) and the topics of interest to self-directed help-seekers using the Kids Helpline website (section 3.2). Together this information paints a rich picture of children and young people's help-seeking in the contemporary period.

The analysis of counselling contacts' self-identified concerns (sections 2.5 and 2.6) is the most comprehensive in its presentation because it is accompanied by demographic data and can be analysed over a number of years. Key issues highlighted in this report include the following:

- The top five concerns of counselling contacts in 2014 were mental health (23%), family relationship issues (19%), emotional wellbeing (17%), suicide-related concerns (12%) and dating and partner relationships (11%).
- The proportional frequency with which children and young people sought counselling in relation to these issues, and in fact in relation to all concern categories, has remained unchanged over the last three years.

- While there is a notable stability in the issues of concern to the client population, this population is far from homogenous in its help-seeking concerns. The particular concerns of counselling contacts were found to vary:
 - greatly according to contacts' age group and cultural background
 - moderately according to their gender and chosen medium of contact, but
 - negligibly according to their remoteness classification.

Theme 3 The importance of ongoing evaluation and client feedback

In this complex and changing landscape of client needs and preferences, this report emphasises the importance of analysing service trends as well as undertaking ongoing outcome evaluation and investigation of client satisfaction. This is because services like Kids Helpline need not only to understand the specific help-seeking interests and concerns of our clients and how they want to receive information and support, but to make sure that the resources and support we provide actually meet their needs and make a difference in their lives. To this extent, we believe service users provide an essential perspective in assessing the quality, accessibility, usability and effectiveness of services delivered.

Kids Helpline and BoysTown have demonstrated a strong commitment to service evaluation and client feedback both through the preparation and dissemination of this report and through the various evaluation activities reported here. The analysis of client feedback and other evaluation measures reported in relation to the Kids Helpline counselling and support service, the Kids Helpline website, and the Kids Helpline @ School program, all indicate that these initiatives are going a considerable way towards providing clients with the kind of resources that they need and that can make a difference in their lives.

This objective is to continue to meet these needs and to meet them even more adequately, Kids Helpline is committed to evolving and continuously improving what it does and sharing what it learns in this process with others supporting young Australians in need of help.

6.2 Other publications on Kids Helpline in 2014

This report is part of a suite of publications produced by BoysTown about Kids Helpline in 2014. In addition to this *National Statistical Overview* report, BoysTown has prepared the following publications:

- *Kids Helpline Insights 2014 – Statistical Summary* for each state and territory. These reports includes presentation of:
 - the demographic characteristics of Kids Helpline contacts from that state or territory in 2014 with comparison to contacts from the rest of Australia
 - a three-year trend analysis of the demographic characteristics of contacts from that state or territory
 - the top concerns of counselling contacts received from that state or territory compared with the concerns of counselling contacts from the rest of Australia
 - a three-year trend analysis of the top concerns of counselling contacts from that state or territory, and
 - a three-year trend analysis of all concerns raised by counselling contacts from that state or territory.
- *Kids Helpline Insights 2014* which provides a summary of headline data from this report as well as information about:
 - how Kids Helpline and BoysTown advocate to improve mental health and other services for vulnerable young Australians and some of the specific policy advocacy activities undertaken in 2014
 - how BoysTown collaborates with government, business and the community to maximise the reach and quality of the services it delivers to children and young people
 - service users' needs and experiences and young people's own stories, and
 - Kids Helpline counselling interventions and professional standards.

- In addition to these publications, BoysTown routinely publishes *research articles*, *information sheets* and *policy advocacy papers* based on analysis of specific Kids Helpline data as appropriate to the topic. Readers can request to be notified of new publications as these become available.⁵

All publications are available at **www.boystown.com.au/research**

6.3 How to support Kids Helpline

Kids Helpline costs \$10.3 million a year to operate.

BoysTown provides approximately 70% of the funding thanks to the generosity of supporters of the Art Union, donations and corporate support.

The Australian, Queensland, Western Australian and Victorian Governments also provide funding.

We care and we listen, any time and for any reason. This is the promise Kids Helpline has made to young people. We need your help to continue to meet this promise and enable us to invest in new programs and technologies.

HELP CHILDREN AND YOUNG PEOPLE NATIONALLY. SUPPORT KIDS HELPLINE AT WWW.KIDSHelp.COM.AU/DONATE

⁵ For notification of new BoysTown publications, complete subscription form at: <https://www.boystown.com.au/online/publicationSubscription.php>.



Kids Helpline
1800 55 1800
www.kidshelp.com.au

**24/7 HELP FOR CHILDREN
& YOUNG PEOPLE AGED
5-25 YEARS**

The **Kids Helpline Insights 2014: National Statistical Overview** provides extensive data about the issues affecting children and young people across Australia.

It is supported by regional based **State and Territory Reports** and **Kids Helpline Insights 2014** summary report. These can be accessed at www.kidshelp.com.au/reports.

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